

Privacy Policy

Effective Date: July 8, 2025

This Privacy Policy describes how Lo Social Marketing LLC ("Company", "we", "us", or "our") collects, uses, and shares personal information when you visit our website, subscribe to our email list, register for events such as virtual trainings, or interact with our services in any way.

1. Company Details

Legal Entity: Lo Social Marketing LLC

Registered Address: 12910 Tahoe Dr, Charlotte, NC 28273, United States

Contact Email: whitneybartlette@lsm.social

2. Information We Collect

We collect the following types of information:

Information you provide directly:

- Name and email address when you subscribe to our content or register for a virtual training
- Optional information you may provide in surveys, forms, or future application flows

Automatically collected information:

- IP address, browser type, device information, and usage data collected via analytics tools and the Facebook Pixel
- Usage patterns when you browse our website

We do not knowingly collect or solicit personal information from children under 13. If we become aware that we have collected such information, we will delete it promptly.

3. How We Use Your Information

We may use your personal information for the following purposes:

- To provide you with access to our content and services
- To send you promotional communications (you may opt out at any time)

- To analyze usage and improve the performance of our website and services
- To retarget visitors with relevant ads on platforms like Facebook
- To comply with any applicable legal obligations

4. Legal Basis for Processing (Non-EU Context)

Since we do not target or serve users in the European Union, we do not operate under the GDPR. However, we aim to act responsibly and transparently in our handling of personal data.

5. Sharing Your Information

We may share your data with:

- Service providers (e.g., ConvertKit for email, Stripe via Whop for payment processing, Framer for website)
- Advertising platforms such as Facebook for retargeting

We do not sell your personal information. If this ever changes, we will notify you and offer an opt-out mechanism.

We may also share anonymized or aggregated data that cannot be used to identify you personally.

6. Data Retention and Storage

We store your data for as long as necessary to fulfill the purposes outlined in this policy, or as required by law. We use commercially reasonable safeguards to protect your data, but no method of transmission over the Internet is 100% secure.

7. Your Rights (California Residents)

Under the California Consumer Privacy Act (CCPA), California residents have the right to:

- Know what personal information we collect and how we use it
- Request deletion of their data
- Opt out of the sale or sharing of their data

To exercise any of these rights, contact us at whitneybartlette@ism.social with the subject line "CCPA Request."

We do not knowingly sell or share personal data of individuals under the age of 16.

8. Opting Out

You may unsubscribe from our emails at any time by clicking the “unsubscribe” link in the footer of any email you receive from us, or by contacting us directly at whitneybartlette@lsm.social.

You can also request that we delete your personal data or opt out of tracking and advertising personalization.

9. Cookies and Tracking

We use cookies and tracking technologies (e.g., Facebook Pixel) to:

- Understand visitor behavior
- Improve website performance
- Serve targeted advertisements

You can adjust your browser settings to refuse cookies. Some features of our site may not function properly if cookies are disabled.

10. Change of Purpose

We will only use your personal data for the purposes we collected it for unless we reasonably believe that we need to use it for another purpose that is compatible with the original one. If we need to use your personal information for an unrelated purpose, we will notify you.

11. Children's Privacy

Our services are not directed to children under the age of 13. We do not knowingly collect personal data from children. If we become aware that a child has provided us with personal data, we will delete it immediately.

12. Links to Other Sites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of other sites. We encourage you to read the privacy policies of each site you visit.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with the new effective date. Continued use of our website and services after any updates constitutes your acceptance of the revised policy.

14. Contact Us

If you have any questions about this Privacy Policy or your data, please contact:

Lo Social Marketing LLC

12910 Tahoe Dr, Charlotte, NC 28273

Email: whitneybartlette@lsm.social