

Privacy Policy for Moementum LLC

Effective Date: 07/03/24

1. Introduction

Welcome to Moementum LLC ("we," "us," or "our"). This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website, moementum.co (the "Website"), and use our services. We are committed to protecting your privacy and ensuring that your personal information is handled in compliance with applicable laws and regulations, including Facebook's policies for advertising and data collection.

2. Business Information

- **Business Name:** Moementum LLC
- **Website:** moementum.co
- **Legal Entity:** Moementum LLC
- **Business Type:** Online information and education-based consulting company
- **Target Audience:** Consumers interested in building their own e-commerce brand and generating income

3. Information Collection

3.1. Personal Information

We collect personal information that you voluntarily provide to us, which may include:

- **Contact Information:** Name, email address, physical address, and phone number.
- **Account Information:** Username, password, and other details necessary for account creation and management.

3.2. Non-Personal Information

We collect non-personal information automatically as you interact with our Website. This information may include:

- **Device Information:** IP address, browser type, operating system, and device identifiers.
- **Usage Data:** Pages visited, time spent on the site, navigation paths, and other analytical data.

3.3. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to collect information about your interactions with our Website and emails. These technologies help us understand user behavior, personalize your experience, and improve our services. You can manage your cookie preferences through your browser settings.

4. Data Usage

We use the collected information for the following purposes:

- **4.1. Communication and Marketing:** To send promotional materials, newsletters, and other communications related to our services. We may use your contact information to deliver targeted advertisements and promotions on social media platforms, including Facebook.
- **4.2. Account and Service Management:** To create and manage your account, process transactions, and provide customer support.
- **4.3. Analytics and Improvements:** To analyze user behavior and improve our Website, services, and marketing strategies.
- **4.4. Legal Compliance:** To comply with legal obligations, protect our rights, and ensure the safety and security of our users.

5. Legal Bases for Data Processing

We process your personal information based on the following legal grounds:

- **Consent:** When you provide explicit consent, such as signing up for newsletters or agreeing to cookies.
- **Contractual Necessity:** When processing is necessary for the performance of a contract with you, such as providing access to our services.
- **Legitimate Interests:** When processing is necessary for our legitimate business interests, such as improving our services and ensuring security.
- **Legal Obligations:** When processing is required to comply with legal obligations.

6. Data Sharing and Third-Party Providers

We do not sell your personal information to third parties. We may share your data with:

- **Service Providers:** Third-party vendors who assist us in operating our Website and services, such as payment processors, email service providers, and analytics companies. These service providers are contractually obligated to protect your information and use it only for the services they provide.
- **Advertising Partners:** We may share information with social media platforms, including Facebook, for targeted advertising and marketing purposes.
- **Legal Requirements:** We may disclose your information if required by law or in response to legal requests, such as subpoenas or court orders.

7. Data Security

We implement a comprehensive Security Program to protect your personal information. Our measures include:

- **Encryption:** Data is encrypted both at rest and in transit.
- **Access Controls:** Role-Based Access Control (RBAC) system limits access to personal information based on job roles and responsibilities.

- **Incident Response:** We have procedures to detect, respond to, and mitigate data breaches and other security incidents.
- **Regular Audits:** Periodic audits and reviews of our security practices to ensure compliance with industry standards and legal requirements.

8. User Rights

You have the following rights regarding your personal information:

- **Access:** Request access to the personal information we hold about you.
- **Rectification:** Request corrections to any inaccuracies in your personal information.
- **Erasure:** Request the deletion of your personal information, subject to legal and contractual limitations.
- **Objection:** Object to the processing of your personal information for certain purposes, such as marketing.
- **Data Portability:** Request a copy of your personal information in a commonly used format.

To exercise these rights, please contact us at moe@moementum.co. We will respond to your request within the timeframes required by applicable law.

9. International Data Transfers

Your personal information may be transferred to and processed in countries outside your country of residence. By using our Website and services, you consent to such transfers. We take appropriate measures to protect your information in accordance with this Privacy Policy and applicable laws.

10. Do Not Track Signals

Our Website does not currently respond to "Do Not Track" signals. However, you can manage tracking preferences through your browser settings.

11. Children's Privacy

We do not knowingly collect or solicit personal information from children under 13 without verifiable parental consent. If we become aware that we have collected personal information from a child under 18, we will promptly delete such information. Parents or guardians who believe their child has provided us with personal information can contact us at moe@moementum.co.

12. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated policy on our

Website. Your continued use of our services after such changes constitutes your acceptance of the updated Privacy Policy.

13. Contact Information

For any questions or concerns regarding this Privacy Policy, please contact us at:

- Email: moe@moementum.co