

Privacy Policy

Effective Date: 18 August 2025

I, **Jye De Zylva**, trading as Creator Tide (“I,” “me,” or “my”), respect your privacy and am committed to protecting it. This Privacy Policy explains how I collect, use, disclose, and safeguard personal data when you visit or use any website, product, course, coaching session, or community space I operate (collectively, the “Service”). “You” means any visitor, customer, or account holder.

Contact me anytime at jye@jdzco.com or by post at **Brisbane, Queensland, Australia**. I am the data controller for all personal data processed through Creator Tide.

1. What I Collect

I only collect what I need to run Creator Tide and serve you:

- **Account Data** – name, email, username, password hash, profile photo, preferences.
- **Transaction Data** – order IDs, product details, subscription status, last four digits of payment card, billing address. *Full card numbers stay with Whop Payments, Stripe, PayPal, or any other third-party processor I use; I never see or store them.*
- **Usage & Device Data** – IP address, browser/OS type, pages viewed, referring site, time on each page, approximate location, cookies, and analytics events.
- **Support & Communications Data** – emails, chat logs, support tickets, call recordings where permitted.
- **Marketing Data** – opt-in status, email open/click rates, advertising identifiers if I run ads.
- **Community Content** – posts, comments, messages, or profile details you choose to share inside any forum or group features.

2. How I Use Your Data (Purposes)

I process your data to:

1. Provide, operate, and secure the Service.
2. Create and maintain your account.
3. Process orders, deliver digital products, and schedule coaching calls.
4. Personalize content, dashboards, and recommendations.
5. Communicate with you about updates, security alerts, and administrative matters.
6. Offer customer support and resolve issues.
7. Send service-related emails and—where the law allows—marketing messages you can opt out of anytime.
8. Analyze usage, improve features, test new ideas, and detect or prevent fraud.
9. Comply with legal duties in tax, accounting, and regulatory contexts.

3. Legal Bases (GDPR Where Applicable)

When the EU/UK GDPR applies, my legal bases are:

- **Performance of a Contract** – supplying the products or services you bought.
- **Legitimate Interests** – securing the Service, improving user experience, or marketing to existing customers.
- **Consent** – sending newsletters, dropping certain cookies, or running remarketing ads (you can withdraw consent at any time).
- **Legal Obligation** – retaining invoices, responding to lawful data requests.

4. Sharing and Disclosure

I don't sell your personal data. I share it only in these situations:

- **Service Providers / Processors** – trusted vendors for hosting, analytics, email delivery, payment processing, customer-support tools, scheduling, or community platforms. They act on my instructions under data-processing agreements.
- **Business Transfers** – if I sell, merge, or reorganize Creator Tide, your data may transfer to the new owner, subject to this Policy.
- **Legal Compliance & Protection** – to comply with lawful requests, protect rights, property, or safety of users or the public, or prevent wrongdoing.

5. International Transfers

I run a global online business, so your data may be processed outside your country. For residents of the EEA/UK, I rely on appropriate safeguards—such as Standard Contractual Clauses (**the European Commission's Standard Contractual Clauses (SCCs) and complementary measures as needed**)—to keep your information protected.

6. Data Retention

- Account data: kept for the life of your account plus a reasonable backup period.
- Transaction records: retained **7** years to meet tax and accounting laws.
- Marketing data: kept until you unsubscribe or request deletion.
- Support records: kept until resolved and for internal quality audits.

When data is no longer required, I securely delete or anonymize it.

7. Your Rights

Depending on where you live, you may have rights over your personal data:

EEA/UK

Access, rectify, erase, restrict, port, object to processing, or withdraw consent.

California (CCPA/CPRA)

Know/access, delete, correct, opt out of sale/share, limit use of sensitive data, and freedom from discrimination. I do **not** sell personal data as “sale” is defined by the CCPA. If I engage in cross-context behavioral advertising, you can opt out via the “Do Not Sell or Share My Personal Information” link.

Australia & Other Regions

Local privacy laws may grant additional rights. I honor all lawful requests.

Make any privacy request at jye@jdzco.com. I will verify your identity before acting.

8. Cookies and Tracking

I use:

- Essential cookies – site operation and security.
- Analytics cookies – understand usage and improve.
- Preference cookies – remember settings.
- Marketing cookies – measure ads and retarget (only with consent where required).

Manage cookies through your browser or my cookie banner. Adjust preferences anytime at **[INSERT COOKIE PREFERENCES LINK]**. I don’t respond to Do Not Track signals because no industry standard exists.

9. Children’s Privacy

The Service is not directed to children under 13 (or higher age if local law requires). If I discover I collected data from a child without proper consent, I will promptly delete it.

10. Security

I use administrative, technical, and organizational measures—encryption in transit, firewalls, access controls—to protect data. No system is 100 % secure. Use strong, unique passwords and enable two-factor authentication if offered.

11. Automated Decision-Making / Profiling

I do not make decisions that produce legal or similarly significant effects solely by automated means. If that ever changes, I will disclose the logic involved, the significance, and your rights.

12. Third-Party Links

My Service may link to external sites. I'm not responsible for their privacy practices. Review their policies before providing any data.

13. Changes to This Policy

I may update this Privacy Policy from time to time. I will post the new version with a revised Effective Date and, if changes are material, I'll notify you via email or an on-site notice.

14. Contact

Questions, concerns, or complaints? Email jye@jdzco.com or write to **Brisbane, Queensland, Australia**.

EEA/UK residents may also file a complaint with their local supervisory authority, though I invite you to contact me first so I can address any issue directly.

— End of Policy —