Privacy Policy, Practical JTBD, LLC

Effective date: November 4, 2026
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This policy explains how we collect, use, and share your personal information. We wrote it in plain words. If something's unclear, email us at legal@jtbd.one.

1. Who we are

"We," "us," and "our" mean Practical JTBD, LLC, a Georgia limited liability company. We do business as Practical JTBD and Innovation Unpacked. We're the company responsible for the information described in this policy. Our sites are:

- pjtbd.com
- whop.com/innovation-unpacked (our store on Whop)

We sell digital guides, courses, and the Innovation Unpacked Mastermind. We also run a free community and free course modules.

You can reach us about privacy at legal@jtbd.one.

2. Whop runs our checkout

We sell through Whop (Whop, Inc.). Whop is the platform that takes your payment and runs the checkout, your Whop account, and your downloads. When you buy from us:

- Whop collects your payment details. We never see or store your full card number.
- Whop has its own privacy policy: https://whop.com/privacy/. It covers what Whop does with your data, including its own cookies, payment handling, fraud checks, and account tools.
- Whop shares some information with us so we can deliver what you bought. We describe that below.

This policy covers what we do with information on our side. It doesn't replace Whop's policy. Please read both.

3. What we collect

Information you give us

- Your name and email address when you buy, sign up for a free module, join our free community, subscribe to our newsletter, or contact us.
- Messages you send us, such as support emails.

- Answers you give if we offer a form or survey.

Information we get from Whop about your purchase

- Your name, email address, what you bought, the date, and the price.
- Your country or region, if Whop shares it.
- We don't get your full card number.

Information collected automatically

- When you visit our sites or our Whop store, cookies, pixels, and similar tools can record your device type, browser, IP address, general location based on your IP address, pages you view, links you click, and the page or ad that sent you to us.
- If you came from a Facebook or Instagram ad, Meta and Whop may link your visit and any purchase to that ad.
- Videos we embed from YouTube may set YouTube's own cookies.

What we don't collect We don't ask for or knowingly collect sensitive information, such as government ID numbers, health information, precise location, or information about race, religion, or sex life. Please don't send it to us.

Categories, in legal terms. Some state laws ask us to list what we collect by category. In the past 12 months we've collected: identifiers (name, email, IP address, device and cookie IDs), commercial information (what you bought and when), internet activity (pages viewed, clicks, ad interactions), general location (country or region from your IP address), and anything you choose to tell us in messages or surveys. We get this from you, from Whop, and from the cookies and pixels described in section 5.

4. How we use your information

We use your information to:

- Deliver your purchase and give you access to your downloads and courses.
- Answer your questions and give support.
- Send you receipts and important notes about what you bought.
- Send you emails about our work, if you signed up or bought from us. You can stop these any time (see section 8).
- See which pages and ads work, and improve our products and ads.
- Show our ads to people who may be interested, on Facebook and Instagram.
- Prevent fraud, keep our sites secure, and follow the law.

We don't use your information to make decisions about you that have legal or similarly big effects using automated tools alone.

5. Cookies, pixels, and ads

We run ads on Facebook and Instagram through Whop Ads, and we use Whop's pixel to measure results. Our ads are aimed at people in the United States. We don't add a separate Meta Pixel or Meta Conversions API to our own sites.

Here's how that works:

- **Whop's pixel.** When you visit our Whop store, Whop's pixel records things like your visit, the pages you view, and whether you buy. It connects these actions to the ad that brought you.
- **Purchases sent from Whop's servers.** When you buy in Whop checkout, Whop records the sale on its own servers and may send it to Meta from there. This server-to-server step doesn't depend on cookies in your browser, so blocking cookies alone may not stop it. See "How to opt out" below.
- **What Meta may receive.** Ad results, such as a visit or a purchase, along with details like your email address (usually in a scrambled, or "hashed," form), IP address, device and browser details, and the purchase amount. Meta uses this to measure our ads and to show ads to people who may be interested. Meta's use of your data is covered by Meta's privacy policy: https://www.facebook.com/privacy/policy/
- **Meta's own tracking.** Meta may also use its own cookies and tools when you see or click our ads on Facebook and Instagram.
- **Whop's own tracking.** Whop uses its own cookies and tools on its site. Whop's privacy policy describes them.

How to opt out of ad tracking

- **Ask us.** Email legal@jtbd.one with the subject line "Do Not Sell or Share." We'll stop using your information for targeted ads, take you out of the ad audiences we control, and ask Whop to stop sending your purchase data to Meta where Whop's tools let us. You don't need an account to ask, and we won't ask you to prove who you are for this request.
- **Your browser.** Change your cookie settings or block third-party cookies.
- **Whop.** You can also ask Whop to opt you out of its own sales and sharing by emailing support@whop.com. See Whop's privacy policy.
- **Meta.** Use the ad preferences in your Facebook or Instagram settings to control how ads are shown to you.
- **Industry tools.** Visit https://optout.aboutads.info to opt out of interest-based ads from companies that take part.

If you turn off cookies or tracking, our sites should still work, but some features may not. Our sites don't respond to browser "Do Not Track" signals.

6. Who we share information with

We don't sell your information for money. We share it only as needed, with:

- **Whop.** To run checkout, accounts, downloads, messages, and support. See Whop's privacy policy.
- **Meta (Facebook and Instagram).** Ad and purchase information, as described in section 5.
- **Email tools.** We use Whop messaging and Substack to send emails.
- **Service providers.** Companies that help us run our business, such as hosting, email, and support tools. They may use your information only to do work for us.
- **Legal and safety.** When the law requires it, or to protect our rights, our customers, or others.
- **A business change.** If we merge, sell, or transfer our business, your information may move to the new owner, who must honor this policy for information it gets from us.

About "selling" and "sharing" under US state laws. Some US state privacy laws use the words "sale" and "sharing" more broadly than everyday speech. Letting an ad company like Meta receive your information through a pixel or from Whop's servers, to show you ads based on your activity, can count as "selling" or "sharing" under those laws even though no one pays us for it. In the past 12 months, we may have "sold" or "shared" identifiers, commercial information, and internet activity with Meta in this way, for targeted advertising. You can opt out any time using the steps in section 5. We don't knowingly sell or share the information of anyone under 18.

7. How long we keep your information

- Purchase and tax records: 7 years after the purchase.
- Email list information: until you unsubscribe or ask us to delete it. After you unsubscribe, we keep your email on a "do not email" list so we don't contact you again.
- Support messages: 2 years after the last message.
- Survey and form answers: 2 years.
- Ad and pixel data: kept by Whop and Meta under their own rules.

We may keep some information longer if the law requires it or we need it to settle a dispute.

8. Your choices and rights

Everyone

- You can unsubscribe from our marketing emails with the link in any email, or by emailing legal@jtbd.one. We'll still send receipts and notes about things you bought.
- You can ask to see, fix, or delete the information we hold about you.

- Some information, like your payment details and Whop account, is held by Whop. To change or delete your Whop account, use Whop's tools or contact Whop at support@whop.com.

California and other US states Depending on where you live, you may have the right to:

- Know what personal information we collect, use, and share, and get a copy of it.
- Correct wrong information.
- Delete your information.
- Opt out of "sales" or "sharing" of your information for targeted ads (see section 5).
- Not be treated unfairly for using these rights.

How to make a request. Email legal@jtbd.one with the subject line "Privacy request." Tell us what you want and the email you used with us. Except for opt out requests, we'll confirm your identity first, usually by checking that you control that email address. You can ask someone to act for you, but we'll need proof that you gave them permission. We'll answer within 45 days. If we need more time, we'll tell you why.

If we say no. You can appeal by replying to our answer with the word "Appeal." We'll review it and tell you the result within 60 days. If you're still not happy, you can contact your state attorney general.

People in the EU, EEA, and UK Our ads are aimed at people in the United States, and our sites are run from the United States. If you're in the EU, EEA, or UK and GDPR or UK GDPR applies to you, you also have the right to object to or limit how we use your information, to move your information to another service, to withdraw your consent at any time (this doesn't affect what we did before you withdrew it), and to complain to your local data protection authority. Email legal@jtbd.one to use these rights. We'll answer within one month.

9. Where your information goes

We, Whop, Meta, and our other service providers are based in or use servers in the United States and other countries. If you live outside the US, your information will be moved to the US and maybe other places with different privacy laws. Where the law requires it, we and our providers rely on legal safeguards such as standard contract terms.

10. Keeping your information safe

We take reasonable steps to protect your information, and we rely on Whop's secure checkout for payments. No site or system is perfectly safe, so we can't promise full security.

11. Children

Our products are for people 18 and older. We don't aim our sites or ads at children, and we don't knowingly collect information from anyone under 18. If you think a child under 18 gave us information, email legal@jtbd.one and we'll delete it.

12. Links to other sites

Our sites link to other sites, like Whop, Meta, Substack, and YouTube. We don't control them. Please read their privacy policies.

13. Changes to this policy

We may update this policy. When we do, we'll change the "last updated" date at the top. If we make a big change, we'll tell you by email or with a clear notice on our site before it takes effect.

14. Contact us

Questions or requests? Email legal@jtbd.one.