

AI GROWTH LAB

Privacy Policy

Last Updated: April 2026

AI Growth Lab ("we", "us", "our"), operated by **Smscales LLC**, respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, share, and protect your information when you use our website (getaigrowthlab.com), products, courses, and services (collectively, the "**Services**").

By using our Services, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree, please do not use our Services.

This policy complies with: the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA/CPRA), and other applicable data protection laws.

1. INFORMATION WE COLLECT

We collect different types of information depending on how you interact with our Services:

1.1 Information You Provide Directly:

- **Account information:** Name, email address, password
- **Purchase information:** Billing address, payment details (processed by third-party providers)
- **Profile information:** Profile picture, social media handles, business information
- **Communication data:** Emails, support tickets, chat messages, survey responses
- **Course progress:** Modules completed, quiz responses, content uploaded
- **Community contributions:** Posts, comments, messages in our private community

1.2 Information Collected Automatically:

- **Device information:** IP address, browser type, operating system, device identifiers
- **Usage data:** Pages visited, time spent, click patterns, referring URLs
- **Cookies and tracking:** See Section 7 below for details
- **Location data:** Approximate location based on IP address

1.3 Information from Third Parties:

- **Payment processors** (Stripe, Whop): Transaction status, payment method type
- **Social media platforms:** If you sign up via social login, we receive basic profile information
- **Analytics providers:** Aggregated usage statistics
- **Marketing partners:** If you reached us via affiliate or partner programs

2. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- **To provide our Services:** Process purchases, deliver course access, manage your account
- **To communicate with you:** Send transactional emails, course updates, customer support
- **To send marketing emails:** Newsletters, promotions, new course announcements (you can opt out anytime)
- **To improve our Services:** Analyze usage patterns, develop new features, fix bugs
- **To prevent fraud and abuse:** Detect suspicious activity, enforce our Terms of Service
- **To comply with legal obligations:** Tax records, legal requests, regulatory compliance
- **To personalize your experience:** Customize content recommendations and user interface

3. LEGAL BASIS FOR PROCESSING (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, we process your data based on the following legal grounds:

- **Contractual necessity:** To deliver the Services you purchased
- **Legitimate interests:** To improve our Services, prevent fraud, secure our systems
- **Consent:** For marketing emails, cookies, and other optional uses
- **Legal obligation:** Compliance with tax, accounting, and regulatory laws

4. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. However, we share data with the following categories of third parties:

4.1 Service Providers:

- **Payment processors:** Stripe, Whop (for payment processing)
- **Email service providers:** Beehiiv, ConvertKit, or similar (for email delivery)
- **Analytics providers:** Google Analytics, Microsoft Clarity, Meta Pixel
- **Hosting providers:** Cloud infrastructure for our website and course platform
- **Customer support tools:** Helpdesk and chat platforms
- **Community platforms:** Whop, Skool, Discord, or similar

4.2 Legal Requirements:

We may disclose your information if required by law, court order, government request, or to protect our rights and safety.

4.3 Business Transfers:

If we are involved in a merger, acquisition, or sale of assets, your data may be transferred as part of that transaction.

5. DATA RETENTION

We retain your personal information only as long as necessary for the purposes outlined in this Policy:

- **Account data:** Retained while your account is active, plus 7 years after closure for legal/tax purposes
- **Payment records:** Retained 7 years for tax and accounting compliance
- **Marketing data:** Retained until you unsubscribe or request deletion
- **Course progress:** Retained for the lifetime of your account access
- **Support communications:** Retained for 3 years
- **Cookies and analytics data:** Retained according to provider settings (typically 14-26 months)

6. YOUR PRIVACY RIGHTS

Depending on your location, you may have the following rights regarding your personal data:

6.1 Rights for Everyone:

- **Access:** Request a copy of the personal data we hold about you
- **Correction:** Request that we correct inaccurate or incomplete data
- **Deletion:** Request that we delete your personal data (subject to legal exceptions)
- **Opt-out:** Unsubscribe from marketing emails at any time

6.2 Additional Rights for EEA/UK/Swiss Users (GDPR):

- **Restrict processing:** Request that we limit how we use your data
- **Data portability:** Receive your data in a structured, machine-readable format
- **Object:** Object to processing based on legitimate interests
- **Withdraw consent:** Withdraw consent for processing based on consent at any time
- **Lodge complaint:** File a complaint with your local data protection authority

6.3 Additional Rights for California Residents (CCPA/CPRA):

- **Right to know:** What personal information we collect, use, and share
- **Right to delete:** Request deletion of your personal information
- **Right to opt-out:** Of the "sale" or "sharing" of personal information (we do not sell data)
- **Right to correct:** Inaccurate personal information
- **Right to limit:** Use of sensitive personal information
- **Right to non-discrimination:** We will not discriminate against you for exercising your rights

How to exercise your rights: Email us at shalev@joinaigrowthlab.com with the subject "Privacy Request". We will respond within 30 days (or 45 days for complex requests).

7. COOKIES & TRACKING TECHNOLOGIES

We use cookies, pixels, and similar tracking technologies to operate and improve our Services.

7.1 Types of Cookies We Use:

- **Essential cookies:** Required for basic site functionality (login, security)
- **Analytics cookies:** Help us understand how users interact with our site (Google Analytics, Microsoft Clarity)
- **Marketing cookies:** Used for advertising and retargeting (Meta Pixel, TikTok Pixel)
- **Functional cookies:** Remember your preferences and settings

Managing cookies: You can control cookies through your browser settings. Note that disabling certain cookies may affect site functionality.

8. DATA SECURITY

We implement industry-standard security measures to protect your personal information, including:

- SSL/TLS encryption for data transmission
- Encrypted password storage (we never store passwords in plain text)
- Secure third-party payment processors (we do not store full credit card numbers)
- Access controls limiting who on our team can view your data
- Regular security audits and updates

However, no system is 100% secure. While we work hard to protect your data, we cannot guarantee absolute security. You are responsible for keeping your account password confidential.

9. INTERNATIONAL DATA TRANSFERS

AI Growth Lab is operated from the United States. If you access our Services from outside the U.S., your data will be transferred to and processed in the United States, where data protection laws may differ from those in your country.

For users in the EEA, UK, and Switzerland, we rely on Standard Contractual Clauses (SCCs) and other approved mechanisms for international data transfers in compliance with GDPR.

10. CHILDREN'S PRIVACY

Our Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 18 without parental consent, we will delete it promptly.

If you believe we may have collected information from a child, please contact us at shalev@joinaigrowthlab.com.

11. THIRD-PARTY LINKS & SERVICES

Our Services may contain links to third-party websites, tools, or services (e.g., HeyGen, Kling, ElevenLabs, social media platforms). We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before sharing your information.

12. MARKETING COMMUNICATIONS

When you sign up, purchase, or download free resources, we may send you marketing emails about new courses, content, and offers.

You can opt out at any time by:

- Clicking the "unsubscribe" link in any marketing email
- Emailing us at shalev@joinaigrowthlab.com with subject "Unsubscribe"
- Adjusting your preferences in your account settings

Note: Even if you unsubscribe from marketing emails, you will still receive transactional emails (e.g., purchase confirmations, password resets, course updates).

13. AUTOMATED DECISION-MAKING

We do not use automated decision-making or profiling that produces legal or similarly significant effects on you. Some features may use algorithms to personalize your experience, but no automated system makes consequential decisions about your account or access.

14. DO NOT TRACK SIGNALS

Some browsers offer a "Do Not Track" (DNT) signal. There is no industry standard for how to respond to DNT signals, so we currently do not respond to them. We may revisit this in the future as standards develop.

15. "SHINE THE LIGHT" LAW (CALIFORNIA)

California Civil Code Section 1798.83 permits California residents to request information about personal information disclosed to third parties for direct marketing purposes. We do not share personal information with third parties for their direct marketing.

16. NEVADA RESIDENTS

Nevada residents have the right to opt out of the sale of certain personal information to third parties. We do not sell personal information as defined by Nevada law. If you wish to confirm or opt out, contact us at shalev@joinaigrowthlab.com.

17. UPDATES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we make material changes, we will:

- Update the "Last Updated" date at the top of this Policy
- Notify registered users via email
- Post a notice on our website

Your continued use of the Services after changes are posted constitutes acceptance of the updated Policy.

18. DATA BREACH NOTIFICATION

In the unlikely event of a data breach affecting your personal information, we will notify you and the relevant authorities as required by applicable laws (typically within 72 hours of discovering the breach for GDPR-protected users).

19. CONTACT INFORMATION

For privacy-related questions, requests, or concerns, contact us at:

Email: shalev@joinaigrowthlab.com

Subject line: "Privacy Request"

Website: getaigrowthlab.com

Company: Smscales LLC (Nevada, USA)

Response time: Within 30 days of receiving your request

For EEA/UK users: You also have the right to lodge a complaint with your local Data Protection Authority if you believe your data has been mishandled.

ACKNOWLEDGEMENT

By using AI Growth Lab Services, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and sharing of your information as described herein.

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