

Privacy Policy

The Covenant Man

The Covenant Man LLC · thecovenantman.com · products sold through Whop

Last updated: 13 August 2026

1. Who we are

This policy explains what we do with your personal information when you visit **thecovenantman.com** (the “Site”) or buy any of the digital products we sell, whether through the Site or through our Whop store (each a “Product”).

The data controller is **The Covenant Man LLC**, a limited liability company registered in the State of Wyoming, United States, registered address 32 N Gould St, Sheridan, WY 82801, United States.

Privacy questions, requests, and complaints: **admin@thecovenantman.com**.

2. Our commitment to discretion

Our products are bought by people dealing with something private, and we treat that as a design constraint rather than a courtesy.

- **We do not publish, sell, rent, or trade customer lists.** Ever, to anyone, for any price.
- **We do not tell anyone what you bought.** Not publicly, not in marketing, not to another customer, and never to anyone outside the service providers listed in section 7, each of which is contractually restricted in what it may do with your data.
- **Your card statement shows WHOP.COM**, the descriptor set by Whop as merchant of record. Whop is a general online payments and marketplace platform used by thousands of unrelated sellers. The descriptor names neither the Product, nor this Site, nor anything about the subject matter.
- **We never publish feedback or testimonials without your explicit written permission**, and never with any detail that could identify you or your family.
- **We keep the personal data we hold to the minimum** we need to deliver your purchase, support you, and run a lawful business.

The rest of this policy is the formal detail behind those commitments.

3. What information we collect

Information you give us

- Your name and email address at checkout.
- Order details: what you bought, when, the amount, and the country you gave for tax purposes.
- Anything you write to us in an email, a support request, or a reply to one of our emails.
- Anything you voluntarily send us, such as feedback about your experience.

Information we receive from Whop

Payment is processed by Whop. Whop passes us your order confirmation, your name and email, and limited billing information such as country and the last four digits and brand of the card. **We never receive or store your full card number, CVC, or bank credentials.**

Information collected automatically

When you visit the Site we and our providers may collect: IP address, approximate location derived from it, browser and device type, operating system, referring page, the pages you viewed and how long for, and identifiers stored in cookies or similar technologies.

Information we do not collect

We do not ask for, and you should not send us, information about your health, your sex life, your religious beliefs, or the details of your marriage. If you choose to include such information in an email to us, we will use it only to reply to you and we will not store it beyond that correspondence.

4. Cookies, pixels, and advertising

We use cookies and similar technologies for two purposes:

Essential. Making the Site work, keeping your session, and processing your purchase securely. These cannot be switched off.

Advertising measurement. We advertise on Meta (Facebook and Instagram). We use the **Meta Pixel** and **Meta Conversions API** to measure whether our ads lead to purchases and to reach relevant audiences. This may involve sending Meta a hashed (scrambled) version of your email address so it can be matched to an account, and information about actions you took on the Site, such as viewing the sales page or completing a purchase. **We do not send Meta the name of any Product in a form that would appear on your Facebook or Instagram profile, and we do not run advertising that names you.**

We run no other analytics. We do not use Google Analytics or any comparable third-party analytics product on the Site, so the Meta tools described above are the only non-essential tracking present.

You can control this in several places: your browser's cookie settings, your Meta ad preferences at facebook.com/adpreferences, and any cookie banner we show on the Site.

Where required by law, we ask for your consent before setting non-essential cookies, and you can withdraw that consent at any time.

5. How we use your information, and our legal basis

WHAT WE USE IT FOR	LEGAL BASIS (UK/EU GDPR)
Delivering the Product you bought and giving you access	Performance of a contract
Sending order confirmations and access emails	Performance of a contract
Answering your emails and handling support	Performance of a contract; legitimate interests

WHAT WE USE IT FOR	LEGAL BASIS (UK/EU GDPR)
Processing refunds	Performance of a contract; legal obligation
Keeping records for tax and accounting	Legal obligation
Preventing fraud, abuse, and unauthorised sharing	Legitimate interests
Measuring and improving our advertising	Consent where required; otherwise legitimate interests
Sending follow-up and marketing emails	Consent, or legitimate interests for existing customers, in either case with an unsubscribe link in every email

Where we rely on legitimate interests, we have considered your rights and interests and we believe our use is proportionate and would not surprise you. You can object at any time (see section 10).

6. Marketing emails

If you buy a Product, we may email you afterwards about the material itself and about other things we offer.

These emails are sent through Whop. Every marketing email contains a one-click unsubscribe link. Unsubscribing takes effect immediately, does not affect your access to what you bought, and does not affect your right to a refund. We will still send you transactional emails about your order when we have to.

We do not sell, rent, or share your email address with other marketers.

7. Who we share your information with

We share personal information only with providers who need it to run the business, and only for that purpose. Except where noted below, they act on our instructions under contract and may not use your data for their own purposes.

- **Whop** — payment processing, checkout, receipts, refunds, delivery of our Products, and the order and follow-up emails we send you. Whop is also our merchant of record for card settlement. For the payment transaction itself Whop acts as an independent controller under its own privacy policy and Buyer Terms. The order data it passes on to us it handles on our instructions.
- **Our website hosting provider** — hosting the Site. A host necessarily records visitor IP addresses in its server logs; it does nothing else with your data.
- **Meta Platforms** — advertising measurement, as described in section 4.
- **Professional advisers** — accountants and lawyers, where necessary.

We may also disclose information where we are legally required to, to enforce our Terms, to protect our rights or property, or in connection with a merger, acquisition, or sale of assets, in which case we will tell you.

We do not sell your personal information for money. Under some US state privacy laws, including California's, the use of the advertising tools described in section 4 may be treated as "selling" or "sharing" personal information for cross-context behavioural advertising. If you are in a state with that right and you wish to opt out,

adjust your cookie settings on the Site or email **admin@thecovenantman.com** and we will apply the opt-out. We honour Global Privacy Control signals where our provider supports them.

8. International transfers and storage

We operate from the United States and our providers are located in various countries. This means your information may be transferred to and processed in a country other than your own.

Where we transfer personal data out of the UK or the European Economic Area, we rely on an appropriate safeguard, normally the UK International Data Transfer Agreement or the European Commission's Standard Contractual Clauses, or on the transfer being to a country with an adequacy decision. You can ask us for details at **admin@thecovenantman.com**.

9. How long we keep it

- **Order and transaction records:** for as long as required by US federal and Wyoming tax and accounting law, typically 6 to 7 years.
- **Customer account and access records:** for as long as you have access to the Products you bought, plus a reasonable period afterwards.
- **Marketing contact details:** until you unsubscribe or ask us to delete them, and then only on a suppression list so we do not accidentally email you again.
- **Support correspondence:** normally up to 24 months, except where a message contains the sensitive information described in section 3, which we delete once your query is resolved.
- **Advertising data:** per Meta's retention settings, normally no more than 26 months.

When we no longer need information, we delete it or irreversibly anonymise it.

10. Your rights

If you are in the UK or the EEA, you have the right to: access the personal data we hold about you; have inaccurate data corrected; have your data erased; restrict or object to our processing, including objecting to direct marketing at any time; receive your data in a portable format; and withdraw consent where we relied on it, without affecting processing already carried out.

You also have the right to complain to a supervisory authority. In the UK that is the Information Commissioner's Office (ico.org.uk); in the EEA it is the authority in your country of residence.

If you are in California, you have the right to know what personal information we collect, use, and disclose; to request deletion; to request correction; to opt out of the "sale" or "sharing" of personal information as described in section 7; to limit the use of sensitive personal information, which we do not knowingly collect; and not to be discriminated against for exercising any of these rights.

If you are in another US state with a comprehensive privacy law, including Colorado, Connecticut, Virginia, Utah, Texas, Oregon, and Montana, you have broadly equivalent rights of access, correction, deletion, portability, and opt-out.

How to exercise any of these rights: email admin@thecovenantman.com. We will respond within 30 days, or sooner where the law requires it. We may need to verify your identity, which we will usually do by confirming control of the email address on the order. Using these rights is free, and we will not treat you differently for it.

You may also authorise an agent to make a request on your behalf, subject to reasonable verification.

11. Security

We use appropriate technical and organisational measures to protect your information, including encryption in transit, access controls, and limiting who can see customer data to those who need to.

No system is perfectly secure, and we cannot guarantee absolute security. If a breach occurs that is likely to result in a risk to your rights, we will notify you and the relevant regulator as required by law.

12. Children

The Site and our Products are for adults. We do not knowingly collect personal information from anyone under 18. If you believe a minor has given us information, email admin@thecovenantman.com and we will delete it.

13. Third-party sites

The Site may link to other websites. We are not responsible for their content or their privacy practices, and this policy does not apply to them.

14. Changes to this policy

We may update this policy. When we do, we will change the “Last updated” date above and post the new version here. If a change materially affects how we use your information, we will tell you by email or by a notice on the Site before it takes effect.

15. Contact

The Covenant Man LLC

32 N Gould St, Sheridan, WY 82801, United States

Email: admin@thecovenantman.com