

Privacy Policy

Sisterhood Trading Academy

Last updated: June 13, 2026

Overview

Sisterhood Trading Academy ("STA," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect, how we use it, and your choices. It applies to all of our products, indicators, courses, mentorship, community, and other services (the "Services").

Information We Collect

Information you provide: Your name, email address, billing information, and any details you submit when you purchase, register, contact us, or participate in our community.

Payment information: Payments are processed by Whop and third-party payment processors. We do not store your full card numbers; that information is handled by our processors under their own security and privacy practices.

Information collected automatically: When you visit our pages or use our Services, we and our third-party tools may automatically collect device information, IP address, browser type, pages viewed, and interactions, through cookies and similar technologies.

Marketing and advertising data: We use advertising and analytics tools, including the Meta (Facebook) Pixel and Conversions API and similar technologies, to measure and improve our marketing. These tools may collect information about your activity on our pages and connect it to advertising platforms.

How We Use Your Information

We use your information to:

- Provide, deliver, and support the Services you purchase.
- Process payments and manage your account and access.
- Communicate with you, including transactional messages, customer support, and (with your consent where required) marketing emails and SMS.
- Measure, analyze, and improve our marketing and advertising.
- Comply with legal obligations and enforce our Terms.

SMS and Email Communications

If you opt in to SMS or email communications, you consent to receive messages from us. Message and data rates may apply for SMS. You can opt out of SMS at any time by replying STOP, and you can unsubscribe from marketing emails using the link in any email. Transactional messages related to your purchase may still be sent.

How We Share Information

We do **not** sell your personal information. We share information only with:

- **Service providers** who help us operate (e.g., Whop, payment processors, email/SMS providers, hosting, and CRM tools), under agreements that limit their use of your data.
- **Advertising and analytics platforms** (e.g., Meta) for measurement and marketing, as described above.
- **Legal authorities** when required by law or to protect our rights.

Cookies and Tracking

We use cookies and similar technologies for functionality, analytics, and advertising. You can control cookies through your browser settings; disabling them may affect functionality.

Data Retention

We retain your information for as long as needed to provide the Services, comply with legal obligations, resolve disputes, and enforce our agreements.

Your Rights

Depending on your location, you may have rights to access, correct, delete, or restrict use of your personal information, or to opt out of certain data uses. To exercise these rights, contact us at lexi@lexioberson.com. We will respond as required by applicable law.

Children's Privacy

The Services are intended for adults 18 and older. We do not knowingly collect personal information from anyone under 18.

Third-Party Links

Our Services may link to third-party websites or platforms. We are not responsible for the privacy practices of those third parties.

Changes to This Policy

We may update this Privacy Policy from time to time. The current version will be posted with an updated "Last updated" date.

Contact

For privacy questions or requests, contact Sisterhood Trading Academy at lexi@lexioberson.com.