

Privacy Policy

NEU Holdings Inc., a Delaware corporation, doing business as **Boutique Stars**. Effective August 13, 2026.

Who we are	NEU Holdings Inc., a Delaware corporation operating as Boutique Stars.
Scope	Our websites, funnels, checkout pages, Whop storefronts, courses, communities, coaching calls, emails, and text messages.
Contact	support@boutiquestars.com +1 (855) 229-9599 131 Continental Drive, Suite 305, Newark, Delaware 19702

1. Information we collect

Information you give us: name, email address, phone number, billing and mailing address, business details, social media handles, and anything you submit in applications, forms, worksheets, surveys, community posts, or support messages.

Payment information: payments are processed by Whop and Stripe. We receive confirmation of payment, the last four digits of the card, the card brand, and billing details. **We do not store full card numbers or security codes.**

Usage and access information: IP address, device and browser type, referring source, login records, dates and times of access, lessons and videos viewed, files downloaded, call attendance, and community activity.

Communications: emails, text messages, support tickets, and recordings of group coaching calls and live sessions. By attending a call, you consent to being recorded.

From third parties: Whop, Stripe, Meta, Google, and email or CRM platforms may provide us purchase, attribution, and engagement data.

2. How we use your information

- to deliver the Programs you purchased, create your account, and provide support;
- to process payments, prevent fraud, and manage billing;
- **to verify eligibility for refunds and to defend against payment disputes and chargebacks**, including by providing records of your purchase, acceptance of our terms, and use of the Program to payment processors, card networks, and issuing banks;
- to communicate with you about your purchase, schedules, and program updates;
- to send marketing about our other offers, which you can opt out of at any time;
- to improve our content, measure advertising, and understand what helps students succeed; and
- to comply with law, tax, and accounting obligations and to enforce our agreements.

3. Email and SMS communications

By providing your email or phone number, you consent to receive transactional messages about your purchase and, where you have opted in, marketing messages. Message and data rates may apply. Reply STOP to opt out of texts or use the unsubscribe link in any marketing email. You cannot opt out of essential transactional messages while you hold an active account.

4. How we share information

We do not sell your personal information. We share it only as follows:

- **Service providers** who operate on our behalf — payment processing, course and community hosting, email and CRM, scheduling, video conferencing, analytics, and advertising platforms — under obligations of confidentiality;
- **Payment processors, card networks, issuing banks, arbitrators, courts, and collections agents**, where necessary to respond to a payment dispute or recover a balance owed;

- **Legal and safety:** to comply with law, subpoena, or regulatory request, or to protect our rights, property, or the safety of others; and
- **Business transfer:** in connection with a merger, acquisition, financing, or sale of assets.

Anything you post publicly in a community, on a call, or in a group chat is visible to other participants and is not private.

5. Cookies and tracking

We and our partners use cookies, pixels, and similar technologies (including the Meta pixel and Google analytics and ads tags) to operate our sites, remember your session, measure campaign performance, and show relevant advertising. You can control cookies through your browser settings; disabling them may affect site functionality.

6. Data retention

We retain account and content data for as long as you hold an account and for a reasonable period afterward. **We retain purchase records, acceptance records, access logs, and support correspondence for at least seven (7) years** to meet tax and accounting requirements and to defend against payment disputes, chargebacks, and legal claims. This retention continues even if you close your account or request deletion.

7. Your rights and choices

Depending on where you live, you may have the right to request access to, correction of, or deletion of your personal information; to opt out of marketing; to opt out of the sale or sharing of personal information (we do not sell it); and to be free from discrimination for exercising these rights. California residents have these rights under the CCPA/CPRA; residents of the EU and UK have equivalent rights under the GDPR.

To make a request, email support@boutquestars.com from your account email address. We will verify your identity and respond within the time required by law. Note that we cannot delete records we are legally required to keep, including transaction and dispute records described in Section 6.

8. Security

We use commercially reasonable administrative and technical safeguards, and rely on established vendors for payment processing and hosting. No method of transmission or storage is completely secure, and we cannot guarantee absolute security. You are responsible for protecting your own login credentials.

9. Children

Our Programs are sold to adults. We do not knowingly collect personal information from anyone under 18. If we learn that we have, we will delete it.

10. International users and changes

We operate in the United States, and your information is processed and stored in the United States. If you access our Programs from outside the U.S., you consent to this transfer.

We may update this Policy. The revised version takes effect when posted, and the effective date above will be updated. Continued use after posting means you accept the change.

11. Contact

NEU Holdings Inc. d/b/a Boutique Stars
131 Continental Drive, Suite 305, Newark, Delaware 19702
support@boutquestars.com | +1 (855) 229-9599