

# Privacy Policy

BusinessGrowR LLC · 30 N Gould St Ste R, Sheridan, WY 82801, United States · support@businessgrowr.com · Effective August 10, 2026

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This Privacy Policy explains what personal information BusinessGrowR LLC ("we", "us") collects, why we collect it, who we share it with, how long we keep it, and the choices you have. It applies to our websites, funnels, forms, advertising, Whop storefront, communities, and the delivery of our Services.

*We are the controller of the personal information described here. Whop Inc. independently handles payment processing and platform data under its own privacy policy, and payment card details are collected and stored by Whop and its payment processors, not by us.*

## 1. Information we collect

### Information you give us

- Identity and contact details: name, email address, phone number, business name, country or region, and social or messaging handles.
- Enquiry and application information: your responses to our forms, applications, surveys, and questionnaires, including information about your business, revenue, offer, audience, platforms, and goals.
- Scheduling and communications: booking details, call notes, messages, and correspondence with our team by email, SMS, Discord, or other channels.
- Client delivery information: credentials or delegated access you grant to your own platforms, assets, files, and business data needed to perform the Services.
- Billing information: billing name and address, purchase and subscription history, and invoice records. Card numbers are handled by Whop and its processors, not by us.

### Information we collect automatically

- Device and usage data: IP address, browser and device type, operating system, referring URL, pages viewed, time on page, and interactions with our pages and emails.
- Advertising and analytics identifiers: cookies, pixel identifiers, click identifiers such as Facebook click ID, browser identifiers such as the Meta browser ID, and campaign parameters that record which advertisement, campaign, or link brought you to us.
- Recordings: with notice, we record video meetings and generate transcripts and summaries for delivery, quality, and training. If you object, tell us at the start of the meeting.

### Information from third parties

We receive information from advertising platforms, analytics and attribution providers, our CRM, payment and platform partners including Whop, and publicly available business sources.

## 2. Why we use it, and our legal bases

- To provide, deliver, and support the Services, and to administer your account, community access, and subscription — to perform our contract with you.
- To respond to enquiries, qualify applications, schedule and conduct sales conversations, and follow up on them — our legitimate interest in operating a business, and your consent where required.
- To take payment, invoice, collect amounts owed, and keep accounting and tax records — contract performance and legal obligation.

- To measure and improve our marketing, including attributing enquiries and sales to the advertisement, campaign, or channel that produced them, and to build audiences and measure conversions on advertising platforms — our legitimate interest in measuring what works, and your consent for non-essential cookies and similar technologies where required.
- To send marketing emails and messages about our offers and content — your consent where required, or our legitimate interest for existing clients, in each case with the ability to unsubscribe at any time.
- To secure our systems, prevent fraud and abuse, resolve disputes and chargebacks, and enforce our terms — legitimate interest and legal obligation.
- To comply with law, respond to lawful requests, and establish or defend legal claims — legal obligation and legitimate interest.

### 3. Advertising, analytics, and tracking

We advertise on platforms including Meta and Google and use tracking technologies on our pages. These record how you arrived, what you viewed, and whether you completed a form or purchase, and they send conversion events to advertising platforms so we can measure and optimise campaigns. Where the law requires consent for non-essential cookies and similar technologies, we ask for it and you can withdraw it at any time.

You can also control tracking through your browser settings and privacy features, through the opt-out and ad-preference tools offered by advertising platforms, and by declining non-essential cookies. Blocking these technologies does not stop you from using our pages, and it does not affect the essential functioning of a purchase.

*WE DO NOT SELL YOUR PERSONAL INFORMATION FOR MONEY. Some privacy laws, including in California, define "sale" and "sharing" broadly enough to include the use of advertising and analytics technologies that transmit identifiers to advertising platforms for cross-context behavioural advertising. To the extent our advertising activity is treated that way, you may opt out using the contact details in Section 11. We do not knowingly process the personal information of anyone under 18 and do not direct our Services to children.*

### 4. Who we share it with

We share personal information only as needed, with:

- Service providers acting on our instructions, including hosting, CRM and marketing automation, email and SMS delivery, scheduling, meeting recording and transcription, analytics and attribution, community platforms, document signing, project management, and accounting providers.
- Whop and payment processors, to take payment, manage subscriptions, process refunds, and handle disputes and chargebacks.
- Advertising and analytics platforms, in the form of conversion events and hashed or platform-assigned identifiers, for measurement and audience purposes.
- Professional advisers, including lawyers and accountants, under duties of confidentiality.
- Authorities and other parties where required by law, to enforce our terms, or to protect our rights, property, or safety.
- An acquirer or successor, in connection with a merger, acquisition, financing, or sale of assets, subject to this Policy.

We do not sell personal information to data brokers.

### 5. International transfers

We are based in the United States and our providers may be located in other countries. Where we transfer personal information out of the United Kingdom, European Economic Area, or another region with transfer

restrictions, we rely on an appropriate safeguard such as standard contractual clauses, together with additional measures where needed.

## **6. How long we keep it**

- Enquiry and lead records: up to 3 years from your last interaction, unless you ask us to delete them sooner.
- Client records and delivery materials: for the engagement and 7 years afterwards, to support tax, accounting, guarantee, and dispute obligations.
- Financial and transaction records: at least 7 years, as required by tax law.
- Meeting recordings and transcripts: up to 24 months, unless needed for a live dispute or guarantee claim.
- Marketing consents and unsubscribe records: for as long as needed to honour your choice.

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

## **7. Security**

We use access controls, least-privilege permissions on client platforms, encrypted transport, reputable vendors, and internal confidentiality obligations. No system is perfectly secure, so we cannot guarantee absolute security. Tell us immediately at the email above if you believe your account or our systems have been compromised.

## **8. Credentials and access to your platforms**

Where you grant us access to your own accounts, we ask for delegated access at the minimum level needed, we use it only to perform the Services, and we remove or return it when the engagement ends or on your request. Prefer delegated access over shared passwords, and never send passwords in a public channel.

## **9. Your rights**

Depending on where you live, you may have the right to access, correct, delete, restrict, or object to our processing of your personal information; to receive a portable copy; to withdraw consent; to opt out of marketing; to opt out of targeted advertising, sale, or sharing; and not to be discriminated against for exercising these rights. Where an authorised agent submits a request on your behalf, we will ask for proof of authority.

To exercise a right, contact us using Section 11. We will verify your identity, respond within the period the applicable law requires, and tell you if we need an extension or must decline in part. You may also complain to your local data protection authority.

## **10. Marketing choices**

Every marketing email includes an unsubscribe link, and you can reply STOP to marketing SMS. Unsubscribing from marketing does not stop operational messages about your purchase, subscription, access, or engagement.

## **11. Contact and changes**

For any privacy request or question, write to us at the email address at the top of this document, or by post to BusinessGrowR LLC, 30 N Gould St Ste R, Sheridan, WY 82801, United States. We may update this Policy; the effective date above shows the current version, and we will give prominent notice of material changes.