

## Privacy Policy

Effective Date: January 15, 2026

Micro Bakery Girl LLC (“Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting it through this Privacy Policy.

This Privacy Policy explains how we collect, use, disclose, and protect information when you visit or interact with any websites, domains, subdomains, landing pages, or online properties operated by Micro Bakery Girl LLC that link to this Privacy Policy (collectively, the “Website”), including, without limitation, microbakerygirl.com, microbakeryschool.com, and startyourmicrobakery.com, and any content, functionality, and services offered on or through the Website.

This Privacy Policy does not apply to information collected by third parties on their own websites or platforms, even if we link to them, unless otherwise stated.

By accessing or using the Website, you agree to this Privacy Policy. If you do not agree, please do not use the Website. We may update this Privacy Policy from time to time, and your continued use of the Website after changes are posted means you accept the updated policy.

### 1) Information We Collect

We collect information in three ways: (a) information you provide, (b) information collected automatically, and (c) information we receive from third parties.

#### A. Information You Provide to Us

You may provide information when you:

fill out forms (such as opt-ins, registrations, applications, purchases, or support requests),  
subscribe to email or SMS updates,  
purchase products or services,  
respond to surveys,  
contact us by email, phone, chat, or other methods, or  
post comments or content in a community or membership area.

If you book a call, strategy session, or consultation through the Website, we may collect information you choose to provide in connection with that booking, such as your availability, goals, business details, and contact information. This information is used to schedule, prepare for, conduct, and follow up on the call, including discussing relevant products, services, or next steps that may be appropriate for you.

This may include:

Identifiers and contact details: name, email address, phone number, mailing address, and similar contact information

Profile and account information (where applicable): username, password, profile photo, business name, social handles, and preferences

Application or intake information (where applicable): information you choose to share about your business, goals, experience level, or challenges

Transaction details: products purchased, purchase history, order IDs, billing details, and limited payment-related information (payments are processed by third-party payment processors; we do not store full payment card numbers)

Customer support and communications: messages you send us, recordings, transcripts, or notes from calls or virtual meetings (where permitted by law), and related information you provide

#### Call Recording and Transcription

Calls, video meetings, or virtual consultations may be recorded and/or transcribed for purposes such as quality assurance, training, internal review, recordkeeping, and improving our services. Recording or transcription occurs only where permitted by applicable law. By participating in a call or virtual meeting with us, you acknowledge and consent to such recording or transcription, subject to any additional disclosures provided at the time of the call.

#### B. User Contributions / Community Posts

If you post content in public areas of the Website or within membership/community spaces (“User Contributions”), that content may be visible to others. Please do not share personal information you do not want others to see. We cannot guarantee that other users will not copy, share, or save content you post.

#### C. Information Collected Automatically

When you use the Website, we may automatically collect:

Device and technical data: IP address, browser type, operating system, device identifiers, and cookie or similar identifier information

Usage and interaction data: pages viewed, time spent, clicks, scroll behavior, referring/exit pages, and interactions with our forms, videos, or links

Approximate location data: derived from IP address

Advertising and analytics data: information used to measure performance and attribute actions (such as page views, registrations, and purchases), which may be collected through cookies, pixels, and similar tracking tools (see Section 6)

#### D. Information From Third Parties

We may receive information from third parties such as:

advertising networks and analytics providers (to measure campaign performance and Website usage),

social media platforms (if you interact with our ads, pages, or content),

payment processors and ecommerce platforms (to confirm transactions and prevent fraud),

scheduling tools (if you book a call or request an appointment), and

service providers that help us operate the Website (such as email/SMS delivery tools, customer support tools, hosting providers, and security providers).

## 2) Data Enrichment and Lead Intelligence

We may use service providers (such as Sales Kick) to help verify or enhance certain information you provide (for example, business-related contact details or scheduling-related data). These providers process information on our behalf and under our instructions. We do not permit them to use your information for their own independent marketing purposes.

## 3) How We Use Your Information

We use personal information for the following purposes:

To provide and operate the Website and our services, including maintaining functionality, administering accounts, and delivering requested features

To process transactions and deliver products and services, including payments, fulfillment, and customer support

To communicate with you, including transactional messages, service-related notices, and marketing communications where permitted by law

To personalize and improve your experience, including content customization, recommendations, and feature optimization

To analyze usage and performance, including analytics, reporting, testing, and research to improve our offerings

To conduct advertising and marketing, including interest-based advertising, retargeting, and lookalike audiences based on aggregated or pseudonymized data, where permitted by law

To protect our business and users, including fraud prevention, policy enforcement, security monitoring, and risk management

To comply with legal and regulatory obligations, including recordkeeping and responding to lawful requests

We may also use your information for any other purpose disclosed at the time you provide it or with your consent.

## Free Resources, Trainings, and Lead Magnets

If you register for a free resource, training, webinar, guide, or other lead magnet, we may use the information you provide to:

deliver the requested content, and

follow up with additional educational or promotional communications related to that content.

You may unsubscribe from marketing communications at any time using the unsubscribe link provided or by contacting us.

## Sales Calls and Program Inquiries

If you express interest in our programs or book a call, strategy session, or consultation, we may use your information to contact you to discuss relevant offerings, answer questions, and outline potential next steps.

#### 4) Email and SMS Communications

##### Email Communications

If you submit your email address, we may send you emails, including transactional messages, service updates, and marketing communications where permitted by law.

You may unsubscribe from marketing emails at any time by using the unsubscribe link included in the email. Transactional or service-related emails (such as purchase confirmations or account notices) may continue as necessary.

We do not sell email addresses. We may share email information with service providers that help us send communications and operate our business, subject to confidentiality and data protection obligations.

##### SMS / Text Message Communications

If you submit your mobile phone number, you expressly consent to receive automated text messages from us at the number provided, including marketing messages where permitted by law.

Consent is not required to purchase goods or services

Message and data rates may apply

Message frequency may vary

Text messages may include reminders, confirmations, educational content, and promotional messages related to your interaction with the Website.

You may opt out at any time by replying STOP to any message. You may also reply HELP for assistance.

We do not share mobile phone numbers, SMS opt-in data, or consent records with third parties or affiliates for their own marketing or promotional purposes.

#### 5) How We Share and Disclose Information

We may share personal information in the following circumstances:

With service providers and contractors who perform services on our behalf (such as email and SMS platforms, analytics providers, payment processors, scheduling tools, customer support platforms, website hosting, and advertising providers), subject to contractual confidentiality and data protection obligations

With affiliates, where permitted by law and consistent with this Privacy Policy

For legal, compliance, and safety purposes, including responding to lawful requests, enforcing our terms and policies, preventing fraud, or protecting the rights, property, or safety of the Company, users, or others

In connection with a business transaction, such as a merger, acquisition, restructuring, or sale of assets, where personal information may be transferred as part of the transaction (with notice where required by law)

With your consent or at your direction

We may also disclose aggregated or de-identified information that does not reasonably identify you.

We do not sell personal information.

#### 6) Cookies, Tracking, Advertising, and Analytics

We use cookies, pixels, and similar technologies to operate the Website, analyze usage, improve performance, and deliver relevant advertising.

#### Technologies We May Use

Cookies (browser cookies): small text files stored on your device

Pixels / web beacons: small files that measure activity, such as page visits, conversions, and email engagement

Local storage or similar technologies: used to remember preferences and enable core functionality

#### Third-Party Tracking and Advertising

Some third parties (such as analytics providers and advertising platforms) may collect information about your activities over time and across different websites to deliver interest-based advertising and measure campaign effectiveness.

We do not control these third parties' tracking technologies or how they use collected data. Questions about specific advertisements should be directed to the applicable provider.

#### Managing Cookies

You can control or disable cookies through your browser settings. Please note that disabling cookies may affect certain Website features or functionality.

#### "Do Not Track" Signals

Because there is no uniform industry standard for recognizing or responding to "Do Not Track" signals, we do not currently respond to such signals.

#### 7) Payment Processing

If you make a purchase, payments are processed through third-party payment processors. We do not store or collect full payment card details. Your payment information is handled according to the processor's privacy practices and PCI-DSS standards.

#### 8) Data Retention

We retain personal information for as long as reasonably necessary to:

provide services,  
maintain business records,  
comply with legal obligations,  
resolve disputes, and

enforce agreements.

Usage data is typically retained for a shorter period unless required for security, analytics, or legal compliance. When personal information is no longer needed, we take reasonable steps to delete or anonymize it in accordance with our data retention practices

#### 9) Data Security

We use commercially reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction.

However, no method of transmission over the internet or electronic storage is completely secure. Accordingly, we cannot guarantee absolute security.

If we become aware of a data breach involving personal information, we will provide notice as required by applicable law and take reasonable steps to address the issue.

You are responsible for maintaining the confidentiality of any account credentials and for any activity that occurs under your account.

#### 10) International Transfers

If you are located outside the United States, please be aware that your personal information may be transferred to, stored, and processed in the United States or other jurisdictions where we or our service providers operate. These jurisdictions may have data protection laws that differ from those in your country of residence.

We take reasonable steps to ensure that any international transfers of personal information are handled in accordance with applicable data protection laws and that appropriate safeguards are in place, such as contractual protections and security measures designed to protect your information.

By accessing or using the Website and providing personal information, you acknowledge and consent to the transfer, processing, and storage of your information in the United States and other jurisdictions as described in this Privacy Policy.

#### 11) Your Rights and Choices

##### A. Accessing, Correcting, or Deleting Your Information

You may request access to, correction of, or deletion of your personal information by emailing [help@microbakeryschool.com](mailto:help@microbakeryschool.com). We may need to verify your identity before fulfilling your request and may deny requests where permitted by law (for example, where retention is required for legal or operational purposes).

##### B. GDPR Rights (EEA Residents)

If you are located in the European Economic Area (EEA), you may have the following rights under the General Data Protection Regulation (GDPR):

the right to access your personal information  
the right to correct inaccurate or incomplete information  
the right to request deletion of your information  
the right to restrict or object to certain processing  
the right to data portability  
the right to withdraw consent at any time where processing is based on consent  
You also have the right to lodge a complaint with your local data protection authority if you believe our processing of your personal information violates applicable law.

#### Legal Basis for Processing (GDPR):

We process personal information as necessary to perform a contract, comply with legal obligations, pursue our legitimate business interests, and/or with your consent, depending on the context.

#### C. U.S. State Privacy Rights (Including California)

Depending on your state of residence, you may have rights to:

request information about the categories of personal information we collect and how it is used  
request access to or deletion of personal information  
request correction of inaccurate personal information  
opt out of certain uses or disclosures, where applicable  
To exercise these rights, email [help@microbakeryschool.com](mailto:help@microbakeryschool.com). We may verify your request before responding, as required by law.

We do not sell personal information. We do not share personal information for cross-context behavioral advertising in a manner that would constitute a “sale” under applicable U.S. privacy laws.

#### 12) Children’s Privacy

Our Website is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13 without appropriate parental consent, we will take steps to delete such information promptly.

If you believe that a child has provided personal information to us, please contact [help@microbakeryschool.com](mailto:help@microbakeryschool.com).

#### 13) Disputes

Any disputes arising out of or relating to this Privacy Policy will be resolved in accordance with the dispute resolution, arbitration, and governing law provisions set forth in our Terms of Service, which are incorporated herein by reference.

#### 14) Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. The “Effective Date” at the top of this page indicates when the policy was last revised. Your continued use of the Website after any updates constitutes acceptance of the revised Privacy Policy.

#### 15) Contact Us

If you have questions about this Privacy Policy or our practices, contact us at:  
[help@microbakeryschool.com](mailto:help@microbakeryschool.com)