

APEX CORE LLC

1209 Mountain Road PL NE, Ste N, Albuquerque, NM 87110
cal@apexinitiative.co

Privacy Policy

AI Affiliate Accelerator Program

Last Updated: March 21, 2026

1. Introduction

Apex Core LLC (“Company,” “we,” “us,” or “our”), a New Mexico limited liability company located at 1209 Mountain Road PL NE, Ste N, Albuquerque, NM 87110, is committed to protecting your privacy. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you purchase or participate in the AI Affiliate Accelerator Program (the “Program”), visit our websites, or interact with us in any other manner.

By completing your purchase and checking the box at checkout, you consent to the data practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not complete your purchase or use the Program.

2. Information We Collect

2.1 Information You Provide Directly

We may collect the following information that you provide to us directly:

- Full name, email address, phone number, and mailing address
- Payment and billing information (processed securely through our third-party payment processors)
- Social media account handles and profile information
- Content you create, submit, or share within the Program (videos, images, AI-generated characters, scripts, testimonials, and other materials)
- Communications with our team, coaches, and community, including coaching call recordings, emails, chat messages, and support requests
- Survey responses, feedback, and testimonials
- Information submitted through onboarding forms and questionnaires

2.2 Information Collected Automatically

When you interact with our websites, checkout pages, or digital platforms, we may automatically collect:

- Device and browser information (type, operating system, screen resolution)
- IP address and approximate geolocation

- Cookies, pixels, and tracking technologies for analytics and advertising attribution
- Pages visited, links clicked, and time spent on our platforms
- Referral source and UTM tracking parameters

2.3 Information from Third Parties

We may receive information about you from third-party sources including:

- Payment processors (transaction confirmation and status)
- Advertising platforms (Meta/Facebook, TikTok, Google) for campaign attribution
- Analytics services (ClickMagick, Google Analytics, or similar tools)
- CRM and communication platforms (HubSpot, Calendly, or similar tools)

3. How We Use Your Information

We use the information we collect for the following purposes:

- To process your enrollment and payment for the Program
- To deliver Program content, coaching, and community access
- To communicate with you about your account, scheduling, updates, and announcements
- To provide customer support and respond to inquiries
- To personalize and improve the Program and your experience
- To send promotional emails, SMS messages, and marketing materials (with your consent)
- To track advertising performance and optimize our marketing campaigns
- To use Client Content, testimonials, and success stories for promotional purposes as described in our Terms of Service
- To enforce our Terms of Service, Return Policy, and EULA
- To comply with legal obligations and protect our rights

4. How We Share Your Information

We do not sell your personal information. We may share your information with the following categories of third parties:

- **Payment Processors:** We share payment information with our third-party payment processors (e.g., Whop, NMI/Luqra, Stripe, or similar) to process your transactions securely. Charges may appear under the name Apex Core LLC or the Company's payment processing partners.

- **Service Providers:** We share information with third-party vendors who assist us in operating the Program, including email/SMS communication platforms, CRM systems, analytics tools, hosting providers, and coaching platforms.
- **Advertising Partners:** We may share limited data with advertising platforms (e.g., Meta, TikTok, Google) for conversion tracking and campaign optimization purposes.
- **Third-Party Financing Providers:** If you elect to use a Buy Now Pay Later (BNPL) or financing option at checkout, the relevant provider may receive your information as part of their application and servicing process. The Company is not a party to those arrangements.
- **Legal and Compliance:** We may disclose your information if required by law, court order, or legal process, or if we believe disclosure is necessary to protect our rights, safety, or property.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

5. Cookies and Tracking Technologies

We use cookies, pixels, and similar tracking technologies on our websites and checkout pages to:

- Track conversions and attribute sales to advertising campaigns
- Analyze website traffic and user behavior
- Improve our websites and marketing effectiveness
- Deliver targeted advertising

You can manage your cookie preferences through your browser settings. Disabling certain cookies may affect functionality.

6. Data Retention

We retain your personal information for as long as necessary to provide the Program, fulfill our legal and contractual obligations, resolve disputes, and enforce our agreements. Coaching call recordings, community content, and Client Content may be retained indefinitely in accordance with the licenses granted under our Terms of Service.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

8. Your Rights and Choices

Depending on your jurisdiction, you may have the following rights:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request that we correct inaccurate or incomplete information.
- **Deletion:** Request that we delete your personal information, subject to legal and contractual obligations.
- **Opt-Out of Marketing:** Unsubscribe from promotional emails by clicking the unsubscribe link or by contacting us. You may opt out of SMS messages by replying STOP.

To exercise any of these rights, contact us at cal@apexinitiative.co.

9. Children's Privacy

The Program is not intended for individuals under the age of 18. We do not knowingly collect personal information from minors. If we become aware that we have collected information from a person under 18, we will take steps to delete it.

10. Third-Party Links and Services

The Program may contain links to third-party websites, tools, and services (e.g., TikTok, Instagram, Facebook, Higgsfield, HeyGen, 11Labs, Discord, etc.). We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies independently.

11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will be posted on our website with an updated "Last Updated" date. Your continued participation in the Program after any changes constitutes your acceptance of the updated Privacy Policy.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

Apex Core LLC

1209 Mountain Road PL NE, Ste N, Albuquerque, NM 87110

Email: cal@apexinitiative.co

— End of Privacy Policy —