

Privacy Policy for OakBloom Marketing

Last updated: September 19, 2025

At OakBloom Marketing ("we", "us", "our"), we respect your privacy and are committed to protecting your personal data. This privacy policy will inform you about how we look after your personal data when you visit our website, use our services, and interact with us. It also outlines your privacy rights and how the law protects you.

1. Information We Collect

We may collect, use, store, and transfer different kinds of personal data about you. The specific data we collect depends on your interaction with our services, including through our sister site, OakBloomIQ, for services like ProfileLift and The Level-Up Club. We have grouped this data as follows:

- **Identity Data:** Includes first name, last name, username, or similar identifier.
- **Contact Data:** Includes email addresses, telephone numbers, and physical addresses.
- **Financial Data:** Includes credit card details and billing information for payment processing.
- **Technical Data:** Includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website or services.
- **Usage Data:** Includes information about how you use our website, products, and services.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and your communication preferences.

2. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To provide and maintain our services.
- To process and fulfill orders for services like ProfileLift and The Level-Up Club.
- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.
- To process payments, to send service-related communications, to improve our services, or to personalize user experience.

3. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

4. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

5. Your Legal Rights

Under certain circumstances and depending on applicable law, you have rights under data protection laws in relation to your personal data. These may include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.

- Request restriction of processing your personal data.
- Request the transfer of your personal data.
- Withdraw consent at any time where we are relying on consent to process your personal data.

6. Disclosure of Your Personal Data

We may need to share your personal data with the parties set out below for the purposes described in this policy:

- Third-party service providers (e.g., website hosting, data analytics, and other services).
- Third-party payment processors, such as Stripe, to process payments for our products and services.
- Third-party platform providers, such as Mighty Networks, to host and manage our membership services like The Level-Up Club.
- Our professional advisers
- Regulators and other authorities who require reporting of processing activities.

7. Third-party Links

This website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

8. Email Marketing

We may use your personal data to send you marketing communications about our products and services. Here's what you need to know:

- **Data Collection:** We collect email addresses and names for our email marketing campaigns.
- **Purpose:** We use this data to send newsletters, promotional offers, and other marketing communications.
- **Consent:** By providing your email address and opting in to receive our communications, you consent to receive marketing emails from us. You can withdraw this consent at any time.
- **Opt-out Process:** Every marketing email we send includes an unsubscribe link. You can click this link to opt out of future communications. We will honor your request within 10 business days.
- **Data Sharing:** We may share your email data with third-party email service providers who assist us in delivering our email campaigns. These providers are bound by confidentiality agreements and are not permitted to use your data for any other purpose.
- **Data Security:** We implement appropriate security measures to protect your email data from unauthorized access or disclosure.
- **Data Retention:** We retain your email marketing data for as long as you remain subscribed to our communications or as required by law.
- **Tracking:** Our emails may contain tracking pixels that allow us to monitor email opens and clicks for analytics purposes.

9. Changes to the Privacy Policy

We may update our privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on this page and updating the "Last updated" date. As our business grows, we will update this policy to comply with all applicable laws, including the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), if we become subject to them.

10. Contact Us

If you have any questions about this privacy policy or our privacy practices, please contact us at:

hello@oakbloommarketing.com