

Official Privacy Policy

Introduction

Protecting your private information is our priority. This Privacy Policy applies to www.alexlynette.com and Digital Freedom Enterprise LLC, doing business as Alex Lynette LLC and Live Bigger (collectively referred to as 'Alex Lynette LLC,' 'Company,' 'we,' or 'us') and governs data collection and usage. By using the Alex Lynette LLC website, you consent to the data practices described in this Policy.

Information We Collect

We may collect the following categories of personal information when you interact with our website or purchase our Services:

- Personal Identifiers: name, email address, phone number, and mailing address.
- Payment Information: billing address, credit card details, or other financial data (processed securely by third-party payment processors).
- Account Information: username, login credentials, and preferences.
- Automatically Collected Data: IP address, browser type, device information, operating system, referring website, access times, and usage patterns.
- Other Information You Provide: when filling out forms, contacting us, subscribing to newsletters, joining memberships, or participating in promotions.

How We Use Your Information

We use your personal information to:

- Process transactions and deliver purchased products or services.
- Provide customer support and respond to inquiries.
- Send order confirmations, receipts, and administrative communications.
- Email newsletters, marketing, or promotional offers (with the option to unsubscribe).
- Personalize your experience and improve the website.
- Monitor, prevent, and detect fraud or unauthorized activity.
- Comply with legal requirements.

Sharing Information with Third Parties

We do not sell, rent, or lease your personal information to third parties. We may share your data with trusted third-party service providers that help us operate our business, including but not limited to:

- Payment processors (e.g., Stripe, PayPal)
- Hosting platforms and website providers
- Analytics providers (e.g., Google Analytics)
- Email marketing and communication tools
- Learning management and membership platforms (e.g., Kajabi, Substack)

All such third parties are prohibited from using your information except to provide these services and are required to maintain confidentiality. We may also disclose personal information without notice if required by law or in good faith belief that such action is necessary.

Cookies & Tracking

Alex Lynette LLC may use cookies, pixels, and similar tracking technologies to enhance your experience, analyze usage, and deliver relevant advertising.

- Cookies are small files stored on your device that help us remember preferences, track behavior, and improve site performance.
- Analytics tools (such as Google Analytics) help us understand how visitors use the site.
- Pixels/Tags may be used for retargeting and measuring advertising effectiveness.

You may choose to accept or decline cookies through your browser settings. If you decline, some features may not function as intended.

Links

Our website may contain links to other websites. We are not responsible for the privacy practices of such other sites. We encourage you to read the privacy statements of any site that collects personally identifiable information.

Security of Your Information

We use reasonable administrative, technical, and physical safeguards — including SSL encryption — to protect your personal data from unauthorized access, use, or disclosure. While we strive to protect your information, no transmission over the Internet can be guaranteed 100% secure. By using our Site, you acknowledge these inherent limitations.

Your Rights & Right to Deletion

Depending on your location, you may have rights regarding your personal information, including the right to access, update, delete, or restrict use of your data. Upon receipt of a verifiable request, we will:

- Delete your personal information from our records, and
- Direct service providers to delete your personal information.

Exceptions may apply where retention is necessary to:

- Complete a transaction or provide requested services,
- Detect or prevent fraud or illegal activity,
- Debug and repair errors,
- Exercise or protect legal rights,
- Comply with laws and regulations.

Children's Privacy & Minors

Alex Lynette LLC does not knowingly collect personal information from children under the age of 16. If you are under 16, you must have parental or guardian consent to use this website. If you are under 18, you may only purchase Services or enter into agreements with the consent and supervision of a parent or guardian. By using this website and purchasing Services, you represent that you are at least 18 years old or that you have the consent of a parent or guardian. If we discover we have inadvertently collected data or processed a purchase from someone under 18 without consent, we will take steps to cancel the transaction and delete the information promptly.

Email Communications

From time to time, Alex Lynette LLC may send announcements, promotions, surveys, or newsletters. You may opt out of marketing communications at any time by clicking 'Unsubscribe' in the email. Transactional or administrative emails related to your purchases may still be sent.

Changes to This Policy

Alex Lynette LLC reserves the right to update this Privacy Policy. Any significant changes will be communicated via email (if on file), by posting a notice on our website, or by updating the 'Effective Date' below. Your continued use of the Site after modifications indicates your acceptance of the updated Policy.

Contact Us

Alex Lynette LLC welcomes your questions or comments regarding this Privacy Policy:

Digital Freedom Enterprise LLC

d/b/a Alex Lynette LLC
d/b/a Live Bigger

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