

LOUDER TODAY

PRIVACY POLICY

Last Updated: April 10, 2026

Note for EU/EEA/UK users: This policy includes GDPR-specific sections on Cookie Consent and Data Retention that apply to you.

LOUDERtoday ("LOUDERtoday," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy describes how we collect, use, and disclose information when you use our website at LOUDERtoday.com, our mobile applications, and any other online products and services we offer (collectively, the "Services"), including when you contact our customer service team or interact with us through social media.

Information We Collect

Information You Provide to Us

We collect information you provide directly to us, including:

- **Personal details:** name, email address, linked social media account details, and mailing address.
- **Payment information:** payment method details (processed through our secure payment processors).
- **Views and opinions:** feedback you submit, survey responses, and your interactions with us.
- **Account and profile details:** password, language preferences, personal development goals, areas of focus, and progress data you choose to share.
- **Other information:** any other content or communications you submit through the Services.

Information We Collect Automatically

When you use the Services, we automatically collect certain information, including:

- **Usage information:** sessions completed, lessons accessed, content consumed, screens and features visited, and actions taken within the Services.
- **Transactional information:** purchase details including plan descriptions, prices, subscription status, and timestamps.
- **Log information:** web browser type, application version, access times and dates, pages viewed, IP address, and referring page.
- **Device information:** hardware model, operating system and version, device identifiers, and mobile network information.
- **Communications:** if you contact us via chat, phone, or video, we may record or log those communications with notice.

Information We Infer or Generate

We may infer or generate additional information based on information we collect, including a unique User ID, approximate location inferred from your IP address, estimated demographic information, and predictions about your likelihood to continue using certain features.

Information We Collect from Other Sources

We may also receive information about you from third parties, including:

- **Transaction information** from app stores or payment providers related to your installation or subscription.
- **Calendar information** from third-party calendar integrations, if you choose to connect them.
- **Social media information:** if you sign in using a social media account, we may receive your name and other information based on your account settings.
- **Third-party health app data:** with your permission, we may receive data from your mobile device's health application (such as Apple HealthKit or Google Health Connect) or connected wearable devices. We do not make health inferences from this data; it is used only for the purpose for which you originally provided it.
- **Cookie and tracking data:** through cookies, web beacons, and similar technologies (see Cookie section below).
- **Publicly available information** and data from consumer research platforms, where applicable.

How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve the Services, including debugging and developing new features.
- Process transactions and fulfill your orders.
- Send you transactional and relationship communications, such as receipts, account notifications, and support responses.
- Communicate with you about LOUDERtoday products, services, events, and promotions, and to request your feedback.
- Monitor and analyze trends, usage, and activity on the Services to improve your experience.
- Detect, prevent, and respond to fraud, security incidents, and other illegal or harmful activities, and to enforce our Terms of Service.
- Comply with applicable legal obligations, such as tax reporting.
- Create anonymous or aggregated datasets for research and analytics.
- Personalize your experience and deliver relevant content and advertisements.
- Facilitate contests, sweepstakes, and promotions.

How We Share Your Information

We may share your information as follows:

- **Service providers:** We share information with vendors who perform services on our behalf, such as email delivery, payment processing, fraud prevention, analytics, advertising technology, and customer support.
- **Professional advisors:** We may share information with accountants, auditors, lawyers, and other advisors subject to confidentiality obligations.
- **Legal compliance:** We may disclose information in response to a court order, subpoena, law enforcement request, or other legal process.
- **Protection of rights:** We may disclose information to prevent fraud, protect the safety of our users or the public, enforce our Terms, or defend against legal claims.
- **Business transfers:** In connection with a merger, acquisition, sale of assets, or other business transaction, your information may be transferred to the acquiring entity.

- **Affiliates:** We may share information with our subsidiaries, parent companies, and entities under common control.
- **With your consent:** We may share information with your consent or at your direction, such as through social sharing features.
- **Aggregated or de-identified data:** We may share aggregated or de-identified data that cannot reasonably be used to identify you.

Cookie Consent and Tracking Technologies

What Are Cookies?

Cookies are small text files placed on your device when you visit our website. We also use similar tracking technologies such as web beacons, pixel tags, and local storage objects. Together, these are referred to as "cookies."

Legal Basis for Cookie Use (EU/EEA/UK Users)

For users in the EU, EEA, Switzerland, and the UK, we rely on the following legal bases under the GDPR and the ePrivacy Directive:

- **Strictly necessary cookies:** Processed on the basis of our legitimate interest (and in some cases our contractual obligation to you) to operate and secure the Services. These cookies cannot be turned off.
- **Functional cookies:** Processed on the basis of your consent, which you may withdraw at any time.
- **Analytics cookies:** Processed on the basis of your consent, which you may withdraw at any time.
- **Advertising / targeting cookies:** Processed on the basis of your consent, which you may withdraw at any time.

When you first visit LOUDERtoday.com, we present a cookie consent banner where you can accept, reject, or customize your cookie preferences. You may update your preferences at any time via the cookie settings link in the footer of our website.

Cookie Categories

Category	Purpose	Examples	Can be disabled?
Strictly Necessary	Required for the Services to function (login sessions, security, payments)	Session tokens, CSRF protection cookies	No
Functional	Remember your preferences and settings (language, timezone, notifications)	Language preference, display settings	Yes
Analytics	Understand how users interact with the Services to improve them	Google Analytics, Mixpanel	Yes
Advertising / Targeting	Deliver relevant advertisements and measure campaign effectiveness	Meta Pixel, Google Ads, retargeting cookies	Yes

Managing Your Cookie Preferences

- **Cookie Settings Center:** Click the "Cookie Preferences" link in the footer of LOUDERtoday.com at any time.
- **Browser controls:** Most web browsers allow you to block or delete cookies through their settings. Note that blocking strictly necessary cookies may affect the functionality of the Services.
- **Mobile device settings:** On iOS, go to Settings > Privacy & Security > Tracking. On Android, go to Settings > Google > Ads > Opt out of Ads Personalization.
- **Industry opt-out tools:** www.aboutads.info/choices (US users) or www.youronlinechoices.eu (EU users).
- **Global Privacy Control (GPC):** We honor GPC browser signals as a valid opt-out from non-essential cookies.

Cookie Retention Periods

Cookie Type	Typical Retention Period
Strictly Necessary (session)	Duration of browser session

Cookie Type	Typical Retention Period
Strictly Necessary (persistent)	Up to 12 months
Functional	Up to 12 months
Analytics	Up to 13 months
Advertising / Targeting	Up to 13 months

Third-Party Cookie Providers

We may use cookies from the following categories of third-party providers:

- **Analytics:** e.g., Google Analytics, Mixpanel
- **Advertising:** e.g., Google Ads, Meta (Facebook) Pixel
- **Payments:** e.g., Stripe
- **Customer support:** e.g., Intercom, Zendesk

A full list of third-party cookie providers is available in our Cookie Settings Center.

Data Retention Policy

We retain personal information only for as long as is necessary to fulfill the purposes described in this Privacy Policy, or as required or permitted by applicable law.

Retention Schedule by Data Category

Data Category	Retention Period	Basis
Account information (name, email, password hash)	Duration of account + 30 days after deletion request	Contractual obligation; legal basis
Profile and progress data (goals, lessons completed, check-ins)	Duration of account + 30 days after deletion request	Contractual obligation
Payment and billing records	7 years from transaction date	Legal obligation (tax/accounting)
	3 years from last contact	

Data Category	Retention Period	Basis
Communication records (support tickets, emails)		Legitimate interest (dispute resolution)
Usage and analytics data (pseudonymized)	Up to 25 months	Legitimate interest (analytics)
Log and security data (IP logs, access logs)	Up to 90 days	Legitimate interest (security)
Marketing preferences and consent records	Duration of account + 3 years	Legal obligation (consent audit trail)
Cookie consent records	3 years from consent date	Legal obligation (GDPR consent records)
Health/wearable data (where collected)	Duration of account + 30 days after deletion request	Consent
Aggregated / anonymized data	Indefinitely (no longer identifiable)	Legitimate interest (research)

How to Request Deletion

You may request deletion of your personal information at any time by contacting support@loudertoday.com or submitting a request through LOUDERtoday.com/contact. We will confirm your request and process it within the timeframes set out in the "Your Privacy Rights" section of this Policy.

Deletion After Account Closure

When you close your LOUDERtoday account:

1. Your profile and personal data are marked for deletion within **30 days**.
2. Backups containing your data are purged within **90 days** of account closure.
3. Payment and billing records are retained for **7 years** as required by law.
4. Aggregated, anonymized data derived from your usage is not deleted, as it is no longer identifiable.

Advertising and Analytics

We allow third-party advertising and analytics companies to collect information about your use of the Services through cookies, web beacons, mobile device IDs, and similar technologies. This information is used to analyze usage trends, measure the effectiveness of our Services, and serve targeted advertisements.

Opt-out options:

- Visit LOUDERtoday.com/optout to manage your advertising preferences.
- Use industry opt-out tools at www.aboutads.info/choices (US users) or www.youronlinechoices.eu (EU users).
- Adjust your mobile device settings to limit ad tracking.

Data Transfers

LOUDERtoday is based in the United States (State of Arkansas). By using the Services, you understand that your information may be transferred to and processed in the United States and other countries. Where required by applicable law, we use appropriate safeguards for international transfers, such as Standard Contractual Clauses. To request a copy of these safeguards, contact us at support@loudertoday.com.

Your Privacy Rights

You have the following rights with respect to your personal information, subject to applicable law:

- **Access:** the right to know what personal information we hold about you and to receive a portable copy.
- **Correction:** the right to correct inaccurate information.
- **Deletion:** the right to request that we delete your information (subject to legal retention obligations).
- **Opt-out of targeted advertising and data sales/sharing:** the right to opt out of the sale or sharing of your personal information for targeted advertising.

To exercise these rights, contact us at support@loudertoday.com or through the contact form on our website. We will not discriminate against you for exercising your privacy rights.

Opt-out of targeted advertising: visit LOUDERtoday.com/optout, use the Global Privacy Control in your browser, or adjust your device settings.

Additional Choices

Promotional Communications

You may opt out of promotional emails at any time by following the unsubscribe instructions in the email or updating your preferences in your account settings. We will continue to send you non-promotional communications related to your account and the Services.

Mobile Push Notifications

You may disable push notifications from LOUDERtoday at any time through your device settings.

Information for California Residents (CCPA/CPRA)

Please see our separate California Privacy Notice at LOUDERtoday.com/california-privacy-notice for full information about your rights under the CCPA/CPRA.

Categories of personal information collected in the last 12 months:

Category	Examples
Identifiers	Name, email, unique IDs (IP address, device and browser identifiers)
Protected classifications	Gender, approximate age
Commercial information	Payment information, subscription details
Geolocation data	Approximate location derived from IP address
Internet/network activity	Browsing history, usage data, interactions with the Services
Audio, visual, and similar information	Profile photo, support call recordings
Other personal information	Goals, preferences, progress data, feedback, survey responses

Category	Examples
Inferences	Predicted product interests, engagement insights

We use cookies and tracking technologies to show you targeted advertising, which may be considered a "sale" or "sharing" of personal information under California law. You may opt out at LOUDERtoday.com/optout. We do not sell or share the personal information of consumers under 16 years of age without affirmative authorization.

Information for Individuals in the EEA, Switzerland, and the UK

Data controller: LOUDERtoday.com, Inc.

The GDPR and UK GDPR require us to identify a lawful basis for each processing activity. These are indicated alongside each purpose in the "How We Use Your Information" section above.

Cookie consent: If you are located in the EEA, Switzerland, or the UK, non-essential cookies are only placed with your prior consent, in line with the ePrivacy Directive and GDPR.

In addition to the rights described in "Your Privacy Rights" above, if you are in the EEA, Switzerland, or the UK, you may also have the right to:

- **Object** to processing (including direct marketing) or restrict our processing of your information.
- **Withdraw consent** at any time where we rely on consent as the legal basis for processing.
- **Request portability** of your data in a structured, commonly used, machine-readable format.
- **Lodge a complaint** with your local supervisory authority:
 - **EEA:** European Data Protection Board (edpb.europa.eu)
 - **Switzerland:** Swiss Federal Data Protection and Information Commissioner (edoeb.admin.ch)
 - **UK:** Information Commissioner's Office (ico.org.uk)

International transfers: Where we transfer personal data from the EEA, Switzerland, or the UK, we rely on the EU Standard Contractual Clauses (June 2021) and, for UK transfers, the International Data Transfer Addendum. To request a copy, contact support@loudertoday.com.

EU/EEA inquiries: EURep@loudertoday.com

UK inquiries: UKRep@loudertoday.com

Contact Us

Email: support@loudertoday.com

Website: LOUDERToday.com

This Privacy Policy was last updated on April 10, 2026. Cookie Consent and Data Retention sections added April 10, 2026 for GDPR compliance.