

Privacy Policy

Effective Date: September 21, 2026

Jennifer Lee Campbell ("Jennifer Lee Campbell," "we," "us," or "our") operates the website **jenniferleecampbell.com** (the "Website"). This Privacy Policy explains how we collect, use, disclose, and protect information when you visit our Website, sign up for our resources, communicate with us, or interact with our advertising and online services.

By using the Website, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

We collect information that you voluntarily provide to us and certain information that may be collected automatically when you use our Website.

Information You Provide

When you sign up for a free resource, download a lead magnet, subscribe to email communications, or otherwise provide information through our Website, we may collect:

- Your first name
- Your email address
- Any other information you voluntarily provide through a form or communication with us

We collect only the information reasonably necessary for the purposes described in this Privacy Policy.

Information Collected Automatically

When you visit our Website, certain information may be collected automatically by our Website, hosting provider, analytics tools, advertising platforms, or other third-party technologies.

This may include information such as:

- IP address
- Browser type and device information
- Operating system
- Pages visited and links clicked
- Date and time of visits
- Referring website or source
- General information about how you interact with our Website
- Cookies and similar tracking technologies

We use this information to operate, maintain, secure, analyze, and improve the Website and to understand how visitors interact with our content and advertising.

2. How We Use Your Information

We may use information we collect to:

- Deliver free resources, downloads, and lead magnets you request
- Send newsletters, emails, and other communications you have requested or agreed to receive
- Respond to questions or communications you send to us
- Provide information about books, resources, classes, products, or other offerings that may be relevant to you
- Improve our Website, content, and user experience
- Understand the effectiveness of our advertising and marketing
- Measure and analyze Website traffic and engagement
- Prevent fraud, abuse, and security issues
- Comply with applicable legal obligations

We do not use your information for purposes unrelated to those described in this Privacy Policy without providing appropriate notice or obtaining consent when required by law.

3. Email Communications

If you provide your email address in exchange for a lead magnet or other free resource, you may receive the resource you requested as well as related email communications from Jennifer Lee Campbell.

These communications may include encouragement, teaching, information about books and resources, announcements, and information about products or services.

You may unsubscribe from marketing emails at any time by clicking the "unsubscribe" link included in our emails. You may also contact us at jen@jenniferleecampbell.com to request removal from our marketing communications.

Unsubscribing from marketing communications does not necessarily remove information that we are required or permitted to retain for legitimate business, legal, security, or recordkeeping purposes.

4. Third-Party Service Providers

We use third-party service providers to help us operate our Website, communicate with subscribers, deliver resources, process transactions, automate certain activities, and advertise our content.

These providers may process personal information on our behalf and may include:

Kit

We use **Kit** to manage email subscribers and send email communications. When you sign up for a lead magnet or email list, information such as your name and email address may be transferred to and stored by Kit.

Zapier

We use **Zapier** to automate certain processes and connect our Website, forms, email marketing, and other services. Information may be transferred through Zapier when necessary to perform these automated functions.

Jotform

We use **Jotform** for certain forms and transactions, including sales of products or resources. If you purchase something through a Jotform form, the information you provide may be collected and processed by Jotform and the applicable payment-processing services used through that form.

Information collected through Jotform is subject to the privacy practices of Jotform and any applicable payment processor.

Meta

We may use advertising services provided by Meta, including Facebook and Instagram advertising, to promote our content and resources.

Meta and its advertising technologies may collect or receive information about interactions with our Website and advertisements, including through cookies, pixels, or similar technologies. This information may be used to measure advertising performance, understand audiences, and deliver or optimize advertising.

You can manage certain advertising preferences through your Meta account and through settings available on your device or browser.

We do not sell your email address to Meta.

5. Cookies and Tracking Technologies

Our Website and third-party service providers may use cookies, pixels, tags, scripts, and similar technologies.

These technologies may be used to:

- Keep the Website functioning properly
- Remember certain preferences
- Understand Website traffic and usage
- Measure advertising effectiveness
- Help us understand which content and advertisements are useful to visitors
- Improve our Website and marketing

You can generally control cookies through your browser settings. Disabling cookies may affect certain Website functionality.

Third-party services may use their own cookies and tracking technologies according to their respective privacy policies.

6. How We Share Information

We do not sell your name or email address as a mailing list or rent your personal information to other businesses.

We may share personal information with service providers that help us operate our Website and business, including email marketing, automation, form, advertising, analytics, hosting, security, and payment service providers.

We may also disclose information:

- When necessary to comply with applicable law, regulation, legal process, or governmental request
- To protect the rights, property, or safety of Jennifer Lee Campbell, our visitors, or others
- To detect, prevent, or address fraud, security, or technical problems
- In connection with a business transfer, such as a merger, acquisition, reorganization, or sale of assets

These third parties may process information according to their own privacy policies and terms.

7. California Privacy Rights

California residents may have certain privacy rights under California law, including rights provided by the California Consumer Privacy Act ("CCPA"), as amended by the California Privacy Rights Act ("CPRA"), when applicable.

These rights may include:

- **Right to Know:** You may have the right to request information about the personal information we collect, use, disclose, or share.
- **Right to Delete:** You may have the right to request deletion of personal information we have collected, subject to certain legal exceptions.
- **Right to Correct:** You may have the right to request correction of inaccurate personal information.
- **Right to Opt Out:** You may have the right to opt out of the sale or sharing of personal information, where applicable.
- **Right to Limit:** You may have the right to limit certain uses and disclosures of sensitive personal information, where applicable.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising privacy rights provided by applicable California law.

California's privacy laws contain exceptions and limitations to these rights, and not every right applies in every circumstance.

How to Submit a Privacy Request

To submit a privacy-related request, email:

jen@jenniferleecampbell.com

Please include enough information for us to understand and respond to your request. We may need to verify your identity before completing certain requests in order to protect your personal information.

We will respond to qualifying requests within the time period required by applicable law.

8. Sale or Sharing of Personal Information

We do not sell your personal information for monetary consideration.

Some privacy laws define "sale" or "sharing" broadly enough that certain advertising or tracking activities may fall within those definitions even when money is not exchanged for personal information.

Because we may use advertising and tracking technologies provided by third parties, including Meta, California residents may have the right to opt out of certain forms of sharing or targeted advertising where applicable.

If you wish to exercise an applicable right to opt out, contact us at:

jen@jenniferleecampbell.com

We will process your request as required by applicable law.

9. Sensitive Personal Information

We do not intentionally request or collect sensitive personal information through our lead magnet forms.

Please do not submit sensitive personal information through Website forms unless specifically requested for a legitimate purpose.

10. Children's Privacy

Our Website and resources are intended for a general audience and are not directed toward children under 13.

We do not knowingly collect personal information from children under 13. If we learn that we have inadvertently collected personal information from a child under 13, we will take reasonable steps to delete that information.

Parents or guardians who believe that a child has provided personal information to us may contact us at **jen@jenniferleecampbell.com**.

11. Third-Party Websites and Services

Our Website may contain links to third-party websites, platforms, social media services, or other resources.

We are not responsible for the privacy practices, content, security, or policies of third-party websites or services. We encourage you to review the privacy policies of any third-party service before providing personal information.

This includes services such as Kit, Zapier, Jotform, Meta, payment processors, social media platforms, and other services that may be linked to or integrated with our Website.

12. Data Security

We take reasonable measures designed to protect the personal information we collect against unauthorized access, use, alteration, or disclosure.

However, no method of transmitting information over the Internet or storing information electronically is completely secure. We cannot guarantee absolute security of your information.

13. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, maintain business and financial records, comply with legal obligations, resolve disputes, enforce agreements, and protect our legitimate interests.

The length of time information is retained may vary depending on the type of information and the purpose for which it was collected.

14. Do Not Track Signals

Some web browsers offer a "Do Not Track" ("DNT") setting that sends a signal to websites about a user's tracking preference.

Because there is not currently a universally accepted standard for interpreting DNT signals, our Website may not respond to all DNT signals in the same manner.

Where required by applicable California law, we will honor legally recognized opt-out preference signals, including Global Privacy Control (GPC), as applicable. California recognizes GPC as a mechanism for consumers to communicate an opt-out preference concerning the sale or sharing of personal information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, services, or legal requirements.

When we make changes, we will update the "Effective Date" at the beginning of this Privacy Policy.

We encourage you to review this Privacy Policy periodically.

16. Contact Us

If you have questions about this Privacy Policy or wish to exercise a privacy right, please contact:

Jennifer Lee Campbell

Email: jen@jenniferleecampbell.com

Website: jenniferleecampbell.com

Effective Date: September 21, 2026