

Privacy Policy

Obsidian Success LLC

Last Updated: March 12, 2025

Obsidian Success LLC respects your privacy. This Policy explains what personal information we collect, how we use it, and what choices you have.

1. Overview

This Privacy Policy applies to our websites and landing pages, including obsidiansuccess.onepage.me and obsidiansuccess.carrd.co, our email list and marketing communications, and any forms you submit to access resources like the Waste Map PDF or to inquire about services.

By using our websites or providing your information, you agree to this Policy.

2. What Information We Collect

We may collect the following types of personal information:

- **Contact information:** name, email address, and (if you choose to provide it) your business name, role, or phone number.
- **Business and system information** you share in forms or sessions, such as descriptions of your processes, goals, and challenges.
- **Technical information:** basic usage data from our website tools, for example page views, approximate location, and device type, often collected via cookies or similar technologies.

We do not intentionally collect sensitive personal information such as social security numbers or health data, and we ask that you do not share that kind of information with us.

3. How We Use Your Information

We use the information we collect to:

- Deliver requested resources, such as the Waste Map PDF.
- Communicate with you about your inquiries, applications, or booked services.
- Send you emails with insights, updates, and offers related to our services, if you have opted in.
- Improve our content, offerings, and website experience.

4. Legal Basis and Consent

Where required by law, we only send you marketing emails when we have your consent, for example when you enter your email to receive a resource or updates. You can withdraw this consent at any time by using the unsubscribe link in our emails or by contacting us directly.

If you are in the European Union or another region with data protection laws, our legal basis for processing may include your consent, our legitimate interest in running and improving our business, and our need to perform a contract when providing paid services.

5. How We Share Your Information

We do not sell your personal information.

We may share your information with:

- **Service providers** who help us operate our business, such as email marketing platforms, scheduling tools, payment processors, and analytics tools. These providers are only allowed to use your information to perform services for us.
- **As required by law**, such as to comply with a legal obligation or to protect our rights.

6. Cookies and Tracking Technologies

Our websites may use cookies or similar technologies to understand how visitors use our site and to improve performance and content. You can usually control cookies through your browser settings. If you disable cookies, some website features may not work as intended.

7. Data Retention

We keep your personal information only as long as necessary for the purposes described in this Policy, or as required by law. For example, we may retain email addresses on our mailing list until you unsubscribe, and we may retain records of paid services for accounting and legal purposes.

8. Security

We use reasonable technical and organizational measures to protect the personal information we collect. However, no method of transmission or storage is completely secure, so we cannot guarantee absolute security.

9. Your Rights and Choices

Depending on your location, you may have rights over your personal information, such as the right to:

- Access the personal data we hold about you.
- Correct or update your information.
- Request deletion of your information, subject to certain legal exceptions.
- Object to or restrict certain types of processing.

You can exercise these rights by contacting us using the details below. We may need to verify your identity before responding. You can also opt out of marketing emails at any time by clicking "unsubscribe" in our emails or emailing us directly.

10. International Visitors

If you access our websites from outside the United States, be aware that your information may be processed and stored in the United States or other countries where our service providers operate. By using our sites, you consent to this transfer and processing.

11. Children's Privacy

Our websites and services are not directed to children under 16, and we do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us so we can delete it.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will update the Last Updated date at the top of this document. Your continued use of our websites or services after any changes means you accept the updated Policy.

13. How to Contact Us

If you have questions or requests related to this Privacy Policy or your personal information, please reach out:

Obsidian Success LLC

Email: [your email address]

Website: obsidiansuccess.carrd.co