

Digital Flip — Privacy Policy

Last updated: 5 September 2026

1. Who We Are

Digital Flip (“Digital Flip,” “we,” “us,” or “our”) operates the website digitalflip.org (the “Site”) and provides online courses, done-for-you setup services, and AI automation services (together, the “Services”) to small business owners, solo traders, and 9-to-5 workers worldwide.

This Privacy Policy explains what personal information we collect, why we collect it, how we use and share it, and the choices and rights available to you. It applies to visitors of the Site, anyone who purchases or enrolls in a Digital Flip course or service, and anyone who otherwise interacts with us online.

If you have questions about this policy or how we handle your information, contact us at:

Digital Flip

1209 Mountain Road, PL NE, Albuquerque, New Mexico 87110, United States

Phone: +1 917 909 8970

Email: digitalflipinquiries@gmail.com or support@digitalflip.org

2. Information We Collect

2.1 Information you give us directly

- Contact details — name, email address, and (where provided) phone number — when you sign up for a course, book a service, join a waitlist, download a free resource, or contact us directly.
- Account and course information — login details, course progress, and any content you submit as part of a course (for example, the website or business details you build during the Digital Starter Course).
- Payment information — when you purchase a course or service, payment is processed directly by our payment processors (Stripe, PayPal, and/or other providers available through our hosting platform). We do not store your full card number, CVV, or bank account details ourselves — see Section 5.
- Communications — anything you send us by email, contact form, or social media message.

2.2 Information collected automatically

When you visit the Site, we and our service providers automatically collect certain information through cookies and similar tracking technologies, including:

- Device and usage data — IP address, browser type, operating system, device identifiers, pages viewed, time spent on pages, referring/exit pages, and links clicked.
- Analytics data — via Google Analytics, to understand how visitors use the Site and to improve it.
- Advertising data — via the Meta Pixel and other tracking codes, to measure the performance of our ads and show you relevant Digital Flip ads on Facebook, Instagram, and other platforms.

See Section 4 (Cookies & Tracking Technologies) for more detail, and how to control this.

2.3 Information from third parties

We may receive limited information about you from:

- Our hosting and funnel platform (currently Systeme.io), which processes sign-ups, email delivery, and course hosting on our behalf.
- Payment processors (Stripe, PayPal), who confirm to us that a payment was successful and provide basic transaction details (amount, date, and the name/email used).
- Social media and advertising platforms (for example, Meta), when you interact with our ads or content there.

3. How We Use Your Information

We use the information we collect to:

- Provide, run, and improve our courses and services — for example, enrolling you in Digital Starter, Digital Explorer, or Digital Guru, or delivering a Done-For-You build.
- Process payments and prevent fraud.
- Send you course materials, receipts, and service-related communications.
- Send you marketing emails or offers, where you've opted in — you can unsubscribe at any time.
- Understand how people use the Site, via Google Analytics, so we can fix what's broken and improve what works.
- Run and measure advertising campaigns via the Meta Pixel and similar tools, including showing you relevant ads based on your prior visits to our Site (“retargeting”).
- Comply with our legal, tax, and accounting obligations.
- Maintain the security of the Site and our Services.

4. Cookies & Tracking Technologies

4.1 What we use

- Strictly necessary cookies — required for the Site and checkout to function (for example, keeping you logged in, or remembering items in a cart).
- Analytics cookies — Google Analytics, which helps us understand visitor behaviour in aggregate. Google processes this data in accordance with its own privacy policy.
- Advertising and tracking cookies — the Meta Pixel and other advertising tracking codes, which help us measure ad performance and build custom or lookalike audiences for advertising. These tools may also share data with the relevant platform (for example, Meta) for their own purposes, governed by their own privacy policies.

4.2 Your cookie choices

- On first visiting the Site, EU/UK/EEA visitors — and any other visitors where required by local law — will see a cookie banner allowing you to accept or decline non-essential cookies (analytics and advertising) before they are set.
- You can also control cookies through your browser settings, and opt out of Google Analytics specifically using the Google Analytics Opt-out Browser Add-on.
- You can manage the ads you see from Meta/Facebook via your Facebook or Instagram ad preferences settings, or opt out of interest-based advertising generally via the Digital Advertising Alliance (optout.aboutads.info) or its European equivalent (youronlinechoices.eu).
- Declining non-essential cookies will not affect your ability to purchase or take a course — it only limits our analytics and advertising data.

5. How We Share Your Information

We do not sell your personal information for money. We share it only as follows:

- Service providers who process it on our behalf — our hosting and funnel platform (Systeme.io), payment processors (Stripe, PayPal), email delivery tools, and analytics/advertising providers (Google, Meta). Each only receives the information it needs to perform its function.
- Advertising partners — through the Meta Pixel and similar tools, limited data (such as your visit to a page, or a hashed version of your email if you provide one) is shared with Meta so we can measure and target ads. Under privacy laws like the California Consumer Privacy Act (CCPA), this kind of data sharing for advertising purposes can be considered a “sale” or “share” of personal information, even though no money changes hands — see Section 8.2 for your opt-out rights.
- Legal and safety reasons — if required by law, regulation, legal process, or governmental request, or to protect the rights, property, or safety of Digital Flip, our customers, or others.
- Business transfers — if Digital Flip is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction, subject to this policy (or a materially similar one).

6. Legal Bases for Processing (EU / UK / EEA Visitors)

If you are located in the European Economic Area, the UK, or another jurisdiction requiring a legal basis for processing, we rely on:

- Contract — to process your course enrolment, deliver services, and take payment.
- Consent — for non-essential cookies, analytics, and advertising tracking (Google Analytics, Meta Pixel), and for marketing emails, which you can withdraw at any time.
- Legitimate interests — for basic security, fraud prevention, and improving our Services, balanced against your rights.
- Legal obligation — for tax, accounting, and other regulatory requirements.

7. International Data Transfers

Digital Flip is based in the United States and sells worldwide. The tools we use — Google Analytics, Meta Pixel, Stripe, PayPal, and Systeme.io — are operated by companies based in the United States and other countries. This means your information may be transferred to, stored, and processed in a country other than the one you live in, including countries that may not have the same data protection laws as your own.

Where we transfer personal information out of the EEA, UK, or other regions with similar requirements, we rely on the transfer mechanisms those providers have in place — such as the European Commission's Standard Contractual Clauses — to help ensure your information receives an adequate level of protection.

8. Your Privacy Rights

8.1 If you're in the EEA, UK, or a similar jurisdiction (GDPR / UK GDPR)

You have the right to:

- Access the personal information we hold about you.
- Correct inaccurate or incomplete information.
- Request deletion of your information (the “right to be forgotten”).
- Restrict or object to certain processing, including direct marketing.
- Request a copy of your information in a portable format.
- Withdraw consent at any time — this won't affect processing carried out before you withdrew it.
- Lodge a complaint with your local data protection authority.

8.2 If you're in California (CCPA / CPRA)

California residents have the right to:

- Know what personal information we collect, use, and share, and why.

- Delete personal information we hold about you, subject to certain exceptions.
- Correct inaccurate personal information.
- Opt out of the “sale” or “sharing” of your personal information for cross-context behavioural advertising — which, as noted in Section 5, can include our use of tools like the Meta Pixel. You can exercise this right by emailing digitalflipinquiries@gmail.com with the subject line “Do Not Sell or Share My Personal Information,” or by adjusting your cookie preferences per Section 4.
- Not be discriminated against for exercising any of these rights.

8.3 Everyone else

Regardless of where you're located, you can always:

- Ask what information we hold about you and request a copy.
- Ask us to correct or delete it.
- Unsubscribe from marketing emails using the link in any email we send you.
- Contact us with any privacy question or concern using the details in Section 1.

We will respond to verified requests within the timeframe required by applicable law — typically within 30 days.

9. Data Retention

We keep personal information only for as long as necessary to provide our Services, comply with our legal and tax obligations, resolve disputes, and enforce our agreements. As a general rule:

- Course and account information is kept for as long as you have an active account or course access, plus a reasonable period afterward.
- Transaction and payment records are kept for up to 7 years, in line with U.S. federal and New Mexico state tax and accounting requirements.
- Marketing contact information is kept until you unsubscribe or request deletion.
- Analytics data is retained according to the default or configured retention settings in Google Analytics.

10. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your personal information, and we rely on established, reputable providers — Systeme.io, Stripe, PayPal, Google, and Meta — who maintain their own security standards. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

11. Children's Privacy

Our Services are intended for business owners and working adults, not children. We do not knowingly collect personal information from anyone under 16 (or the age of

consent in your jurisdiction, if higher). If you believe a child has provided us with personal information, please contact us and we will delete it.

12. Third-Party Links

The Site may link to third-party websites — for example, our payment processor's checkout page, or social media platforms. We are not responsible for the privacy practices of those third parties, and we encourage you to read their privacy policies separately.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, tools, or legal requirements. We'll update the “Last updated” date at the top of this page, and where changes are significant, we'll take reasonable steps to notify you — such as by email or a notice on the Site.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, contact us at:

Digital Flip

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Phone: +1 917 909 8970

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