

# Privacy Policy

**Effective Date:** September 25, 2025

**Business Name:** Karlie Henderson

This website ("https://karliehenderson.systeme.io") and its content are owned by Karlie Henderson ("Company", "we", or "us"). By using this Website or its content, you consent to the terms of this Privacy Policy.

The purpose of this Privacy Policy is to inform you how we collect, use, process, and share your personal information. We will not use or share your information except as described here.

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## Information We Collect

We may collect personal information you voluntarily provide, including:

- Name, email address, phone number, billing/shipping address
- Payment information (processed securely by third-party providers; we do not store full credit card details)
- Communications sent through forms, email, or direct messages on social media

We may also automatically collect information through cookies, analytics, and tracking technologies, such as:

- IP address, browser type, and device information
  - Website usage, clicks, and navigation patterns
  - Marketing pixel data (e.g., Meta/Facebook, Google Analytics)
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## How We Use Your Information

We use collected information to:

- Deliver products, services, and free resources
- Process payments and complete transactions
- Communicate with you by email or other channels
- Send marketing emails and retargeting ads (in compliance with CASL and GDPR)
- Improve Website functionality and user experience

You may unsubscribe from marketing emails at any time by clicking “unsubscribe” or contacting us directly.

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## **Contractors & Third-Party Providers**

We may share information with trusted service providers and contractors who assist with:

- Email delivery (e.g., Systeme.io, Gmail, Go High Level, FEA Create, or others)
- Payment processing (e.g., Stripe, PayPal)
- Funnel hosting and analytics (e.g., Systeme.io, Google Analytics, Meta Ads, or others)

All third parties are required to process your data securely and only for necessary business purposes.

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## **Cookies & Tracking**

We use cookies and tracking technologies (such as Meta Pixel and Google Analytics) to analyze Website traffic and serve relevant ads. You can disable cookies in your browser, but some features may not work properly.

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## **International Data Transfers**

Your data may be processed in Canada, the United States, or other jurisdictions where our service providers operate. By using our Website, you consent to such transfers, which may not always offer the same level of protection as your home country.

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## Your Rights (GDPR, PIPEDA, CASL)

Depending on your location, you may have the right to:

- Access, update, or correct your personal data
- Request deletion of your information
- Withdraw consent for data processing or marketing
- Request details about how your data is being used

To exercise these rights, contact us at [hello@karliehenderson.com](mailto:hello@karliehenderson.com)

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## Children's Privacy

This Website and its content are intended for individuals 18 and older. We do not knowingly collect data from minors.

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## Confidentiality & Security

We use reasonable safeguards to protect your personal information. However, no online system is 100% secure. By using this Website, you acknowledge this risk.

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## Changes

We may update this Privacy Policy at any time. The revised version will be posted with a new effective date.

### Contact:

For questions about this Privacy Policy, email [hello@karliehenderson.com](mailto:hello@karliehenderson.com)