

Privacy Policy

Ellysto, LLC • <https://ellysto.com> • hello@ellysto.com

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Ellysto, LLC ("Ellysto," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit <https://ellysto.com> (the "Site"), create an account, purchase a digital product, subscribe to our newsletter, or engage us for consulting, automation, or fractional AI support (collectively, the "Services").

1. Information We Collect

We collect only the information needed to provide and improve the Services. The categories of information we collect include:

- **Account and Contact Information.** Your name and email address when you create an account, purchase a product, subscribe to our newsletter, request a free download, or contact us.
- **Order and Payment Metadata.** Records of the digital products, kits, subscriptions, or services you have purchased, and limited payment metadata (such as transaction IDs, billing email, and the last four digits and brand of a payment card). Full payment card numbers are processed by Stripe and are not stored by Ellysto.
- **Dashboard and Service Usage.** Information about how you interact with the customer dashboard and the digital tools, including the resources you access and download.
- **Communications.** Records of your communications with us, including newsletter subscriptions, support emails, and consulting correspondence.
- **Customer Content.** Materials, data, and inputs you provide to us in connection with consulting, implementation, or AI engagements.
- **Technical Information.** Limited technical information automatically collected when you visit the Site, which may include IP address, browser type, device identifiers, referring URL, and timestamps. Where any cookies, pixels, or analytics tools are used, they are described below.

2. How We Use Information

We use information to:

- Provide, operate, and improve the Site and Services, including providing access to the dashboard, digital tools, and consulting deliverables.
- Process orders, payments, refunds where applicable, and recurring subscriptions or retainers.
- Communicate with you, including service announcements, transactional messages, support responses, and — where you have consented or where permitted by law — newsletter and marketing emails.
- Maintain security, prevent fraud, and enforce our Terms.

- Comply with legal obligations.
- Conduct internal analytics to understand and improve product performance and customer experience.

3. Cookies and Similar Technologies

The Site may use a limited number of strictly necessary cookies to support account sessions and core functionality. If we later enable analytics, advertising, or third-party tracking technologies, this Privacy Policy and a separate cookie notice will be updated to describe them and to provide controls. You can typically manage cookies through your browser settings.

4. How We Share Information

We do not sell your personal information. We share information only as described below and with appropriate confidentiality and data-protection commitments where applicable:

- **Service Providers.** With vendors that help us operate the Services, including Stripe (payment processing), our email and customer-relationship platform, web hosting, data storage, and similar tools. These providers are permitted to process your information only on our instructions and for purposes related to the Services.
- **Professional Advisors.** With our accountants, auditors, and legal counsel as needed.
- **Legal and Safety.** When we believe in good faith that disclosure is required by law, legal process, or to protect the rights, safety, or property of Ellysto, our customers, or others.
- **Business Transfers.** In connection with a merger, acquisition, financing, or sale of assets, subject to customary confidentiality protections.
- **With Your Consent.** When you direct us to share information with a third party.

5. Data Retention

We retain information only for as long as needed to provide the Services, comply with legal obligations, resolve disputes, and enforce our agreements. We follow reasonable data-minimization practices, including periodically reviewing what we collect, who can access it, and when it should be securely deleted.

6. Security

We use commercially reasonable administrative, technical, and physical safeguards designed to protect information against unauthorized access, alteration, disclosure, or destruction. These measures include access controls, secure transmission, vendor due diligence, and incident-response planning. No method of transmission or storage is perfectly secure, and we cannot guarantee absolute security.

7. Location of Processing

Ellysto is based in the United States, and information we collect is processed and stored in the United States. By using the Services from outside the United States, you acknowledge that your information

will be transferred to and processed in the United States and may be subject to U.S. law.

8. Children's Privacy

The Services are intended for adults 18 years of age and older and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If we learn that we have collected such information, we will delete it. Parents or guardians who believe their child has provided information may contact hello@ellysto.com.

9. Your Choices and Rights

You may update your account information, unsubscribe from newsletter and marketing email at any time (see Section 10, Email Communications and Unsubscribe), or contact us at hello@ellysto.com to request access to, correction of, or deletion of personal information we hold about you. We may need to verify your identity before honoring a request and may decline requests where permitted or required by law.

10. Email Communications and Unsubscribe

Ellysto respects your inbox and complies with the federal CAN-SPAM Act and applicable state and international commercial-email laws. This Section 10 explains how to stop receiving newsletter and marketing email from Ellysto.

10.1 Scope

This Section 10 applies to commercial email messages whose primary purpose is to promote Ellysto's products or services, including newsletter messages and promotional content. It does not apply to transactional or relationship messages (such as receipts, account notifications, order confirmations, dashboard alerts, service updates, security notices, or messages required to complete a transaction you have requested), which may continue to be sent regardless of your marketing preferences.

10.2 How to unsubscribe

You can unsubscribe from Ellysto marketing email at any time by:

- Clicking the "Unsubscribe" link in the footer of any Ellysto marketing email; or
- Sending a written request to hello@ellysto.com with the subject line "Unsubscribe" and the email address you wish to remove.

10.3 Processing time, no fee, and no additional information

We will honor valid unsubscribe requests as promptly as practicable and in any event within ten (10) business days of receipt, as required by the CAN-SPAM Act. Our unsubscribe mechanism will remain operational for at least thirty (30) days after each commercial email is sent. Unsubscribing is free; we will not require you to pay a fee, provide personal information beyond your email address, or take any step other than sending a reply or visiting a single web page to opt out. Commercial-email obligations apply to messages sent to business email addresses as well as to consumer email addresses.

10.4 Postal address

Each Ellysto commercial email will include a valid physical postal address as required by law. Our current postal address is:

Ellysto, LLC
3867 Plaza Tower Dr., 1st Floor
Baton Rouge, LA 70816

10.5 Transactional and service messages

Even after you unsubscribe from marketing email, we may continue to send transactional and relationship messages necessary to provide the Services, including order confirmations, payment receipts, subscription renewal and cancellation notices, dashboard and account notifications, security alerts, support responses, and legal or policy notices.

11. Notice to California Residents

This section provides additional information for California residents under the California Consumer Privacy Act, as amended by the California Privacy Rights Act ("CCPA/CPRA"). The CCPA/CPRA applies to for-profit businesses that meet specific thresholds (including annual gross revenue over \$25 million, processing of personal information of 100,000 or more California consumers or households, or deriving 50% or more of annual revenue from selling or sharing California residents' personal information). Ellysto does not currently believe it meets these thresholds; we provide this notice voluntarily for transparency.

Categories of personal information collected. Identifiers (name, email, IP address); commercial information (purchase history); internet or other network activity (dashboard and Site usage); and the contents of communications you send to us. Sources. Directly from you, automatically through your interactions with the Site, and from our service providers. Purposes. To provide and improve the Services, to communicate with you, and as otherwise described in Section 2. Sale or sharing of personal information. We do not sell or share personal information as those terms are defined under the CCPA/CPRA. Rights. California residents may have the right to know, delete, correct, opt out of sale or sharing (where applicable), and limit the use of sensitive personal information, subject to verification and legal exemptions. Submit requests to hello@ellysto.com. We will not discriminate against you for exercising your rights.

12. Third-Party Links and Services

The Site and Services may link to or integrate with third-party platforms, including Stripe and AI model providers. Their practices are governed by their own privacy policies. We encourage you to review them.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by a revised Effective Date and posted on the Site. Material changes will be communicated by reasonable means.

14. Contact Us

Questions or requests regarding this Privacy Policy may be directed to Ellysto, LLC, hello@ellysto.com, 3867 Plaza Tower Dr., 1st Floor, Baton Rouge, LA 70816.