

## **ACE Strategies Privacy Policy**

**Effective Date:** 5/20/2025

At ACE Strategies, we are committed to protecting your privacy and ensuring that your personal information is handled responsibly. This Privacy Policy explains how we collect, use, and protect your data, and outlines your rights under the **General Data Protection Regulation (GDPR)** and the **CAN-SPAM Act**.

---

### **1. Information We Collect**

We may collect and process the following types of personal data:

- **Contact Information:** Name, email address, phone number, company name, and mailing address.
  - **Account Details:** Login credentials for our DIY platform.
  - **Marketing Preferences:** Opt-in status for email communications.
  - **Analytics Data:** IP address, browser type, device information, pages visited, and interaction history on our website.
- 

### **2. How We Use Your Information**

We use your data to:

- Provide and manage our services, including the DIY marketing platform
  - Send newsletters, marketing materials, and course updates (only if you've opted in)
  - Respond to your inquiries and provide customer support
  - Improve our website, offerings, and user experience
- 

### **3. Legal Basis for Processing (GDPR)**

We process your personal data under the following legal bases:

- **Consent:** When you opt in to receive marketing emails
  - **Contractual Necessity:** To fulfill our obligations when you purchase a product or service
  - **Legitimate Interest:** To improve our services and understand how users interact with our website
- 

#### 4. Email Marketing and Your Choices (CAN-SPAM & GDPR)

We may send promotional emails about our services, updates, or offers. In compliance with the **CAN-SPAM Act** and **GDPR**, you have the right to:

- **Opt Out:** You may unsubscribe from our emails at any time by clicking the “Unsubscribe” link in any marketing email, or by contacting us directly at [team@kickacestrategies.com](mailto:team@kickacestrategies.com).
- **Manage Preferences:** You can update your communication preferences via the link in our emails.

We honor opt-out requests promptly and ensure you will not receive future marketing emails unless you re-subscribe.

---

#### 5. Sharing Your Information

We do not sell, rent, or trade your personal data. We may share your information with trusted third-party providers (e.g., payment processors, email service providers) who assist in operating our business, provided they comply with relevant privacy standards.

---

#### 6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy, or as required by law.

---

## 7. Your Rights Under GDPR

If you are located in the European Economic Area (EEA), you have the right to:

- Access, update, or delete your personal data
- Withdraw consent at any time
- Object to or restrict data processing
- File a complaint with your local data protection authority

To exercise any of these rights, contact us at **team@kickacestrategies.com**.

---

## 8. Data Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction.

---

## 9. Cookies and Tracking

We use cookies and similar technologies to enhance your experience, track website performance, and tailor our marketing. You can manage your cookie preferences through your browser settings.

---

## 10. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

**ACE Strategies**

Email: **team@kickacestrategies.com**