

Privacy Policy

College Essay Easy, LLC

Effective Date: April 1, 2024

College Essay Easy, LLC (“College Essay Easy,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains what information we collect when you visit our website (the “Site”), purchase products, or use our tutoring and workshop services, how we use that information, and the choices you have.

By using the Site or our services, you agree to this Privacy Policy. If you do not agree, please do not use the Site or our services.

1. Information We Collect

We collect information in three ways: information you give us directly, information collected automatically when you use the Site, and information we receive from third parties.

Information you provide:

- Contact information such as name, email address, mailing address, and phone number;
- Account information if you create an account, including username and password;
- Payment information such as billing address and the last four digits of your payment card (full payment card numbers are handled by our payment processor and never stored by us);
- Order details including products purchased, shipping address, and order history;
- Tutoring and workshop information such as scheduled sessions, session notes, student grade level and school, parent or guardian contact information, and goals for the session;
- Student work you choose to share with us, such as essay drafts, brainstorming notes, or other materials submitted during tutoring or coaching;
- Communications you send us, such as emails, support requests, and survey responses; and
- Marketing preferences, such as your decision to subscribe to our email list.

Information collected automatically:

- Device and usage data such as IP address, browser type, operating system, referring URL, pages viewed, and date and time of access;
- Cookies and similar technologies used to remember your preferences, keep you signed in, and understand how the Site is used; and
- Analytics data collected through tools like Google Analytics or similar services.

Information from third parties:

- Payment confirmation and limited transaction details from our payment processor (such as Stripe);
- Scheduling and session data from our tutoring platform (such as Wise.live); and

- Information from social media platforms when you interact with our pages or click on our ads, subject to those platforms' own privacy policies.

2. How We Use Your Information

We use the information we collect to:

- Process and fulfill orders, including shipping physical products and delivering digital products;
- Schedule, conduct, and follow up on tutoring sessions and workshops;
- Provide customer support and respond to your questions;
- Send transactional messages such as order confirmations, shipping updates, session reminders, and policy updates;
- Send marketing communications about products, services, and educational resources, where you have opted in (you can unsubscribe at any time);
- Improve the Site, our products, and our services, including analyzing usage patterns;
- Detect and prevent fraud, abuse, and security issues;
- Comply with legal obligations and enforce our Terms of Service; and
- Carry out other business purposes disclosed to you at the time we collect the information.

3. How We Share Your Information

We do not sell your personal information. We share information only as described below:

- Service providers who help us operate our business, such as payment processors (Stripe), tutoring and scheduling platforms (Wise.live), email and marketing tools, hosting providers, shipping carriers, and analytics services. These providers are only permitted to use your information to provide services to us;
- Legal and safety reasons, such as to comply with a subpoena, court order, or other legal process; to protect the rights, property, or safety of College Essay Easy, our customers, or others; or to investigate suspected fraud or violations of our Terms;
- Business transfers, such as in connection with a merger, acquisition, or sale of all or part of our business, in which case your information may be transferred as part of that transaction;
- With your consent, including when you ask us to share information with a school, scholarship program, or other recipient.

4. Children's Privacy

Our services are intended for users who are at least 18 years old, or for minors who use our services with the involvement and consent of a parent or legal guardian. We knowingly collect information about minors only when a parent or guardian has provided consent, typically by purchasing services on the minor's behalf or by enrolling the minor in tutoring or a workshop.

We do not knowingly collect personal information directly from children under 13 in violation of the Children's Online Privacy Protection Act (COPPA). If you believe a child under 13 has provided personal information to us without parental consent, please contact us at info@collegeessayeasy.com and we will take appropriate steps to delete that information.

Parents and guardians may review, correct, or request deletion of their child's information by contacting us. We may ask for reasonable verification before acting on the request.

5. Cookies and Tracking Technologies

We use cookies and similar technologies to operate the Site, remember your preferences, and understand how visitors use the Site. You can control cookies through your browser settings, including blocking or deleting them, but some features of the Site may not work properly without them.

We may use third-party analytics tools, such as Google Analytics, that set their own cookies. You can opt out of Google Analytics by installing the Google Analytics opt-out browser add-on.

We do not currently respond to "Do Not Track" browser signals, but we will update this Policy if that changes.

6. Email and Marketing

If you sign up for our email list, we will send you marketing emails about products, services, and educational resources. You can unsubscribe at any time by clicking the "unsubscribe" link at the bottom of any marketing email or by emailing us at info@collegeessayeasy.com. Unsubscribing from marketing emails will not affect transactional emails such as order confirmations and session reminders.

7. Data Retention

We keep personal information for as long as needed to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. Order and tax records are typically retained for at least seven (7) years to comply with U.S. tax and accounting requirements. Tutoring records may be retained for the duration of the engagement and a reasonable period afterward in case the student returns. When information is no longer needed, we delete or anonymize it.

8. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your information. Payment card information is processed by Stripe under PCI-DSS compliance and is not stored on our systems. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security. You are responsible for keeping your account credentials confidential.

9. Your Rights and Choices

Depending on where you live, you may have the right to:

- Access the personal information we hold about you;
- Correct information that is inaccurate or incomplete;
- Request deletion of your information, subject to legal exceptions;
- Opt out of marketing communications;
- Restrict or object to certain uses of your information; and
- Request a copy of your information in a portable format.

To exercise any of these rights, contact us at info@collegeessayeasy.com. We may need to verify your identity before responding. We will respond within the time required by applicable law.

California residents:

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information we collect, the right to delete personal information, the right to correct inaccurate information, and the right to opt out of the sale or sharing of personal information. We do not sell personal information. To exercise these rights, contact us at info@collegeessayeasy.com.

New Jersey residents:

If you are a New Jersey resident, you may have rights under the New Jersey Data Privacy Act, including rights to access, correct, delete, and opt out of certain processing of your personal information. To exercise these rights, contact us at info@collegeessayeasy.com.

10. Third-Party Links

The Site may contain links to third-party websites and services that are not operated by us. We are not responsible for the privacy practices of those third parties. We encourage you to review their privacy policies before providing any information.

11. International Users

College Essay Easy is based in the United States, and our services are intended for users in the United States. If you access the Site from outside the United States, you understand that your information will be transferred to and processed in the United States, where data protection laws may be different from those in your country.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will update the Effective Date above and, where appropriate, notify you by posting a notice on the Site or by email. Your continued use of the Site or our services after the effective date of the updated Policy constitutes your acceptance of those changes.

13. Contact Us

If you have questions, concerns, or requests about this Privacy Policy or our handling of your information, please contact:

College Essay Easy, LLC

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Branchburg, NJ 08876, USA

info@collegeessayeasy.com
