
Privacy Policy

Effective Date: August 19, 2025

Last Updated: August 19, 2025

Welcome to chasechappell.com and adsmastery.com (collectively, the "Websites"), owned and operated by Chappell Training Technologies LLC ("Company," "we," "us," or "our"). This Privacy Policy describes how we collect, use, disclose, and protect your personal information when you visit our Websites, use our services, or interact with us.

This Privacy Policy applies to all information collected through our Websites, email communications, social media interactions, and any related services, sales, marketing, or events (collectively, the "Services").

By using our websites or services, you agree to the terms of this Privacy Policy and consent to our collection, use, and disclosure of your information as described herein.

1. Information We Collect

We collect the following types of information in several ways:

A. Information You Provide Directly

When you voluntarily interact with our Services, we collect:

- Name and title
- Email address
- Phone number
- Mailing and billing address
- Payment details (processed securely through third-party providers)
- Business information (e.g., company name, industry, revenue, ad spend, marketing goals)
- Account credentials (username, password)
- Communications with us (emails, chat messages, support tickets)
- Feedback, testimonials, and survey responses
- Profile information and preferences
- Event registration information

B. Information Collected Automatically

When you use our Services, we automatically collect:

- IP address and approximate location
- Browser type and version
- Operating system
- Device information and identifiers
- Pages visited and interaction data
- Time spent on pages
- Click patterns and navigation paths
- Search terms and referral sources
- Date and time of access
- Mobile device information (if applicable)

C. Information from Third Parties

We may receive information about you from:

- Social media platforms (when you connect or engage with us)
- Payment processors and financial institutions
- Marketing partners and affiliates
- Public databases and data aggregators
- Other users who refer you to our Services

2. How We Use Your Information

We use your information to:

- Provide, operate, and maintain our Services
- Process transactions and send confirmations
- Create and manage your account
- Provide customer support
- Communicate with you about your account, our services, offers, and updates
- Send marketing communications (with your consent where required - you can opt out at any time)
- Conduct analytics to improve our Services and user experience
- Personalize your experience and content
- Detect, prevent, and address fraud and security issues
- Comply with legal obligations
- Protect our rights and interests
- Facilitate business transfers or transactions

Marketing Communications

We may send you marketing emails, newsletters, and promotional materials. You can opt out at any time by:

- Clicking the "unsubscribe" link in emails
- Contacting us directly
- Updating your account preferences

3. Legal Bases for Processing (International Users)

For users outside the United States, we process your personal information based on the following legal grounds:

- Consent: When you have given clear consent for specific processing activities
 - Contract: To fulfill our contractual obligations to you
 - Legal Obligation: To comply with applicable laws and regulations
 - Legitimate Interest: For our business operations, fraud prevention, and service improvement
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4. How We Share Your Information

We do not sell, rent, or trade your personal information. We may share your information in the following circumstances:

- Trusted third-party vendors who assist in operating our website, processing payments, managing emails, analytics, and customer service including:
 - Payment processors (Stripe, PayPal, etc.)
 - Email service providers (Mailchimp, ConvertKit, etc.)
 - Analytics providers (Google Analytics, Facebook Analytics)
 - Customer support platforms
 - Cloud storage and hosting providers
 - Marketing automation tools
- Legal authorities when required by law or to protect our rights including:
 - Responding to legal requests and court orders
 - Protecting against fraud and abuse
 - Enforcing our Terms of Service
 - Defending legal claims
- Business transfers, in the event of a merger, acquisition, or asset sale where your information may be transferred to the acquiring entity

All third parties are contractually required to maintain the confidentiality and security of your data and may only use it for the purposes we specify.

No Sale of Personal Information

We do not and will not sell your personal information to third parties for monetary consideration. However, we may share information for advertising purposes, which some privacy laws consider a "sale." You can opt out of this sharing using the methods described in Section 9.

5. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Remember your preferences
- Maintain your login session
- Provide security features
- Understand usage patterns
- Provide relevant advertising via platforms like Meta, Google, TikTok, and others
- Measure advertising effectiveness
- Personalize content and recommendations

Types of cookies we use:

- Essential cookies (necessary for site functionality)
- Analytics cookies (to understand site usage)
- Marketing cookies (for advertising and retargeting)
- Preference cookies (to remember your settings)

You can control cookie settings through your browser preferences. Note that disabling certain cookies may impact site functionality.

For detailed information about our cookies, please see our [Cookie Policy](#).

6. Third-Party Advertising and Analytics

We work with third-party advertising and analytics services, including:

- Google Analytics and Google Ads
- Facebook/Meta Pixel and Ads
- TikTok Ads and Analytics
- LinkedIn Ads
- Other advertising networks and measurement partners

These services may collect information about your online activities across different websites and services. They may use this information to show you targeted advertisements.

To opt out of interest-based advertising, visit:

- Digital Advertising Alliance: www.aboutads.info/choices
- Network Advertising Initiative: www.networkadvertising.org/choices
- Your Online Choices (EU): www.youronlinechoices.eu

7. Data Retention

We retain your personal information for as long as necessary to:

- Provide our Services to you
- Comply with legal obligations
- Resolve disputes and enforce agreements
- Fulfill legitimate business purposes

Specific retention periods:

- Account information: Until account deletion plus 7 years
- Transaction records: 7 years from transaction date
- Marketing data: Until you opt out plus 3 years
- Support communications: 3 years from last contact
- Analytics data: 26 months (Google Analytics default)

However, no method of transmission or storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

If we experience a data breach that affects your personal information, we will notify you and relevant authorities as required by law.

8. Your Privacy Rights and Choices

You have the following rights regarding your personal information:

- Access: Request access , to your personal information
- Correction: Request correction of inaccurate information
- Deletion: Request deletion of your personal information subject to legal retention requirements
- Portability: Request a copy of your data in a portable format
- Restriction: Request limitation of processing in certain circumstances
- Objection: Object to processing based on legitimate interests
- Opt-out: Withdraw consent for marketing emails and data sharing for advertising

- Cookie control: Manage cookie preferences through our consent management platform

To exercise your rights, contact us at Team@chappellteam.com

We will respond to your request within 30 days and may require verification of your identity.

9. California Privacy Rights (CCPA/CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act:

Information We Collect

In the past 12 months, we have collected the following categories of personal information:

- Identifiers (name, email, phone, IP address)
- Commercial information (purchase history, preferences)
- Internet activity (browsing behavior, interactions)
- Professional information (business details, job title)
- Inferences (preferences, characteristics)

Sources of Information

- Directly from you
- Automatically through your device
- From third-party sources (social media, marketing partners)

Business Purposes

- Providing and improving services
- Customer support and communication
- Marketing and advertising
- Security and fraud prevention
- Legal compliance

Your California Rights

- Right to Know: Request details about our data practices
- Right to Delete: Request deletion of your personal information
- Right to Opt-Out: Opt out of sale/sharing for advertising
- Right to Non-Discrimination: We will not discriminate for exercising rights

To exercise these rights, contact us at team@chappellteam.com.

10. International Data Transfers

If you are accessing our Services outside the United States, your information may be transferred to and processed in the U.S., which may have different privacy laws than your country. We implement appropriate safeguards for international transfers, including standard contractual clauses where required.

11. Third-Party Links

Our Services may include links to external websites and services. We are not responsible for the privacy practices or content of third-party sites. Please review their privacy policies before sharing your data.

Third-party services we integrate with may include:

- Social media platforms
- Payment processors
- Educational platforms
- Communication tools

12. Children's Privacy

Our services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we learn that we have collected information from a child under 13, we will delete it promptly.

If you believe we have collected information from a child under 13, please contact us immediately.

13. Changes to This Policy

We may modify this Privacy Policy at any time. When we make material changes, we will:

- Post the updated policy on our website
- Update the "Last Updated" date
- Notify you via email for significant changes
- Obtain your consent where required by law

Your continued use of our Services after policy updates constitutes acceptance of the revised policy.

14. Automated Decision-Making

We may use automated systems to analyze your information for:

- Fraud prevention
- Service personalization
- Marketing optimization

You have the right to request human review of automated decisions that significantly affect you.

15. Contact Us

If you have questions or concerns about this Privacy Policy or wish to exercise your privacy rights, please contact us at:

Chappell Training Technologies LLC

Email: Team@chappellteam.com

Address: 702 W Commerce Street, Dallas, TX

Websites: www.chasechappell.com | www.adsmastery.com

For privacy-related requests, please include:

- Your full name
- Email address associated with your account
- Specific nature of your request
- Verification information as requested