

SOULESTA Co., LLC

Privacy Policy

Applies to: www.eventpowerhousesociety.com and all Event Powerhouse Society landing pages

Last Updated: June 2026

SOULESTA Co., LLC (“SOULESTA Co.,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at **www.eventpowerhousesociety.com** and all associated Event Powerhouse Society landing pages (collectively, the “Site”). Please read this policy carefully. If you do not agree with its terms, please do not access the Site.

If you have questions about this Policy, contact us at: **soulesta@soulesta-co.com**

1. Information We Collect

A. Information You Provide Directly

We collect personally identifiable information (“Personal Information”) that you voluntarily provide when you:

- Submit a contact, inquiry, or booking form
- Sign up for our email newsletter or marketing list
- Purchase a membership, standalone workshop, workshop bundle, or VIP Strategy Intensive
- Book a Sales Call or strategy consultation
- Complete a survey, pre-session questionnaire, or intake form
- Participate in a live group session, coaching call, or community forum
- Communicate with us by email, phone, or social media

Personal Information we collect may include: your name, email address, phone number, billing address, payment information (processed by Stripe — see Section 5), business name, business type, social media handles, and any other information you voluntarily provide.

B. Information Collected Automatically

When you visit the Site, we may automatically collect certain technical information, including:

- IP address and approximate geographic location
- Browser type and version
- Device type and operating system
- Pages visited, time spent on pages, and referring URL
- Cookie and tracking data (see Section 4 for full Cookie Policy)

This information is collected through server logs, cookies, pixels, and third-party analytics tools including Kartra and Google Analytics. It is used in aggregate to improve the Site and understand visitor behavior and is not linked to your Personal Information without your consent.

C. Information from Live Sessions and Recordings

Event Powerhouse Society programs include live coaching sessions, group calls, and community interactions conducted via video conferencing platforms (e.g., Zoom). By participating, you acknowledge and agree that:

- Sessions may be recorded (audio, video, and/or transcript)
- Recordings are made available to active members within 48 hours of the session
- Session content may be used internally for program improvement, curriculum development, and administrative purposes

We treat recording data with the same care as other Personal Information. Recordings will not be published, sold, or shared with third parties without your consent, except as required by law or as described in this Policy.

2. How We Use Your Information

We use the information we collect for the following purposes:

A. To Deliver and Manage Services

- Process your purchases and deliver program access
- Confirm bookings, schedule sessions, and send pre-session materials
- Provide customer support and respond to inquiries
- Administer your membership account

B. Email Marketing and Communications

- Send program updates, session reminders, and member communications
- Send promotional emails, newsletters, and announcements about Event Powerhouse Society offerings
- Send automated email sequences related to products or programs you have purchased or expressed interest in

You will only receive marketing emails if you have opted in through a form, purchase, or explicit checkbox on our Site. Every marketing email includes a one-click unsubscribe link. You may opt out at any time — see Section 8.

C. Site Analytics and Improvement

- Analyze traffic patterns and user behavior to improve the Site

- Test and optimize landing page performance
- Understand which content and programs are most useful to our audience

D. Legal and Compliance

- Comply with applicable laws and regulations
 - Respond to legal process, court orders, or government requests
 - Protect the rights, property, or safety of SOULESTA Co., our members, or others
 - Enforce our Terms & Conditions and other agreements
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3. Email Marketing Consent and CAN-SPAM Compliance

SOULESTA Co. complies with the federal CAN-SPAM Act. All commercial email communications from SOULESTA Co. adhere to the following standards:

- We clearly identify ourselves as the sender in every email
- We use honest and non-deceptive subject lines
- We include our physical mailing address in every commercial email: 1000 Main Street Ste 2300 #A180, Houston, TX 77002
- Every commercial email includes a clear and functional unsubscribe mechanism
- We honor opt-out requests promptly, within 10 business days
- We do not sell your email address to third parties for their own marketing use

How We Obtain Consent

We obtain email marketing consent through:

- Opt-in checkboxes on landing page and sign-up forms (not pre-checked)
- Enrollment in a paid program (you will receive transactional and program-related communications as part of your purchase)
- Explicit subscription to our newsletter or email list

Transactional emails (receipts, session reminders, account information) are sent as part of your agreement with us and do not require a separate marketing opt-in.

Unsubscribing

You may unsubscribe from marketing emails at any time by:

- Clicking the “Unsubscribe” link in any email we send
- Emailing us at: soulestacreative@soulesta-co.com with “Unsubscribe” in the subject line

Unsubscribing from marketing emails does not affect delivery of transactional emails related to active purchases or memberships.

4. Cookie Policy

What Are Cookies

A cookie is a small text file placed on your device when you visit a website. Cookies help the Site function properly, remember your preferences, and collect analytics data. You can control cookies through your browser settings, but disabling some cookies may limit Site functionality.

Types of Cookies We Use

- **Essential Cookies:** Required for the Site to function. These enable page navigation, form submissions, and secure access to purchased content. They cannot be disabled without breaking core Site features.
- **Analytics Cookies:** Collect anonymous data about how visitors use the Site (pages visited, time on site, traffic sources). We use Google Analytics and Kartra's built-in analytics for this purpose. IP addresses are anonymized where possible.
- **Marketing and Retargeting Cookies:** Set by third-party advertising platforms (such as Meta Pixel and Google Ads) to track visitors who have interacted with our Site and serve relevant ads on other platforms. These are only active if you have not opted out.
- **Functional Cookies:** Remember your preferences (such as session login state) to improve your experience.

Third-Party Cookies

Third parties including Kartra, Google, Meta, and Zoom may set their own cookies when you interact with embedded features on our Site. We do not control these cookies. Please refer to each platform's privacy policy for details.

Your Cookie Choices

You may manage cookie preferences through:

- Your browser settings (most browsers allow you to block or delete cookies)
- The cookie consent banner displayed on your first visit to the Site
- Opt-out tools provided by third parties such as Google Analytics Opt-Out and the Network Advertising Initiative

Note: Opting out of analytics or marketing cookies does not affect your access to purchased content.

5. Third-Party Tools and Platforms

SOULESTA Co. uses the following third-party platforms to operate the Site and deliver program content. Each platform has its own privacy policy and data practices. We encourage you to review their policies directly.

Kartra (Primary Platform)

Kartra is our primary platform for hosting membership content, processing payments, managing email sequences, and delivering landing pages. When you purchase a program, enroll in a membership, or submit a form on any Event Powerhouse Society page, your data is processed and stored within Kartra. Kartra may collect your name, email address, IP address, purchase history, and activity within the platform.

Kartra Privacy Policy: <https://home.kartra.com/privacy>

Stripe (Payment Processing)

All payment transactions are processed by Stripe. SOULESTA Co. does not store your full credit card number or payment card details on our servers. Stripe collects and secures payment information in accordance with PCI-DSS standards.

Stripe Privacy Policy: <https://stripe.com/privacy>

Zoom (Live Sessions)

Live coaching sessions and group calls are hosted via Zoom. Zoom collects data including your name, email, IP address, device information, and session activity. Session recordings made through Zoom are subject to Zoom's data practices in addition to our own.

Zoom Privacy Policy: <https://zoom.us/privacy>

Google Analytics

We use Google Analytics to understand Site traffic and visitor behavior. Google Analytics collects anonymized usage data through cookies. You may opt out of Google Analytics tracking at: <https://tools.google.com/dlpage/gaoptout>

Google Privacy Policy: <https://policies.google.com/privacy>

Meta (Facebook/Instagram)

We may use the Meta Pixel on Event Powerhouse Society landing pages to measure ad performance and build remarketing audiences. The Meta Pixel collects data about your visit and interactions with our pages and shares it with Meta.

Meta Privacy Policy: <https://www.facebook.com/privacy/policy>

Social Media Platforms

Our Site includes links and embedded features connecting to Instagram, TikTok, LinkedIn, and YouTube. These features may collect your IP address and set their own cookies. Your interactions with these features are governed by each platform's respective privacy policy.

6. Use of Artificial Intelligence (AI) Tools

SOULESTA Co. uses AI tools in the operation of its business and programs. This section explains how AI tools interact with your information.

How We Use AI Tools

We may use AI tools including Claude (Anthropic), Gemini (Google), and other platforms to assist with:

- Creating, drafting, and refining program content, templates, and written materials
- Preparing session summaries and curriculum documentation
- Drafting email communications and marketing content
- Administrative tasks including scheduling and proposal preparation

Your Data and AI Tools

Session Recordings and Transcripts: Recordings and transcripts from live coaching sessions and group calls may be processed using AI tools for internal purposes such as session summaries, curriculum improvement, and action plan preparation. By participating in live sessions, you acknowledge this use.

Confidential Business Information: We will not input your individually identifiable confidential business information into any AI tool without your prior written consent. We may process anonymized or non-identifiable information without prior consent.

AI Training: Where the option is available, we opt out of allowing your content to be used to train third-party AI models.

Third-Party AI Platforms

AI tools we use are operated by third-party platforms with their own terms of use and privacy policies. SOULESTA Co. does not control how those platforms store or process data. We will disclose the specific AI tools used in connection with our services upon reasonable request.

AI-Assisted Content

Program materials, emails, and other content may be created or refined with AI assistance. All content reflects our own professional judgment and is reviewed by a human before delivery. AI-generated or AI-assisted content is not independently verified as legal, financial, or professional advice — see Section 10 (Disclaimers).

7. GDPR Compliance — Rights for EEA and UK Residents

If you are located in the European Economic Area (EEA) or the United Kingdom, you have certain rights under the General Data Protection Regulation (GDPR) and UK data protection law. SOULESTA Co. is committed to honoring these rights.

Legal Basis for Processing

We process your Personal Information on the following legal bases:

- **Consent:** Where you have given us explicit consent, such as subscribing to marketing emails or consenting to session recording.
- **Contract:** Where processing is necessary to fulfill a contract with you, such as delivering a program you have purchased.
- **Legitimate Interests:** Where we have a legitimate business interest, such as improving our Site and programs, provided your rights are not overridden.
- **Legal Obligation:** Where processing is required to comply with applicable law.

Your GDPR Rights

You have the right to:

- **Access:** Request a copy of the Personal Information we hold about you.
- **Rectification:** Request correction of inaccurate or incomplete Personal Information.
- **Erasur** (“**Right to Be Forgotten**”): Request deletion of your Personal Information, subject to certain legal exceptions.
- **Data Portability:** Request your data in a structured, machine-readable format.
- **Restriction:** Request that we restrict processing of your Personal Information in certain circumstances.
- **Objection:** Object to processing based on legitimate interests, including for direct marketing.
- **Withdraw Consent:** Where processing is based on consent, withdraw that consent at any time without affecting the lawfulness of prior processing.

To exercise any of these rights, contact us at: soulestacreative@soulesta-co.com

We will respond to your request within 30 days. In some cases we may need to verify your identity before fulfilling a request. If you are unsatisfied with our response, you have the right to lodge a complaint with your local data protection authority.

International Data Transfers

SOULESTA Co. is based in the United States. If you are accessing our Site from outside the United States, your Personal Information may be transferred to, stored, and processed in the U.S. By using our Site, you acknowledge that data protection laws in the U.S. may differ from those in your country. We take reasonable steps to ensure your data is handled securely regardless of where it is processed.

8. Your Choices and Opt-Out Rights

- **Email Marketing:** Unsubscribe at any time via the link in any email or by emailing soulesta@soulesta-co.com.
 - **Cookies and Tracking:** Manage cookie preferences through your browser settings or our cookie consent tool.
 - **Analytics:** Opt out of Google Analytics at <https://tools.google.com/dlpage/gaoptout>
 - **Meta Advertising:** Manage ad preferences at <https://www.facebook.com/ads/preferences>
 - **Access or Delete Your Data:** Contact us at soulestacreative@soulesta-co.com to request access to, correction of, or deletion of your Personal Information.
 - **AI Processing:** If you do not wish your session recordings or transcripts to be processed by AI tools, please notify us in writing before participating in a session.
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9. Data Security

We take reasonable technical and organizational measures to protect your Personal Information against unauthorized access, loss, misuse, or alteration, including:

- SSL/TLS encryption for all data transmitted through the Site
- Payment data processed through PCI-DSS compliant Stripe — we never store full card numbers
- Password-protected account access
- Limited internal access to Personal Information on a need-to-know basis

No method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. In the event of a data breach affecting your Personal Information, we will notify you promptly and take appropriate remedial steps in accordance with applicable law.

10. Children's Privacy

SOULESTA Co. does not knowingly collect Personal Information from persons under 18 years of age. Our Site and programs are intended for adult business owners and professionals. If we learn that we have inadvertently collected information from a person under 18 without verifiable parental consent, we will delete that information promptly. If you believe a minor has submitted information to our Site, contact us at: soulestacreative@soulesta-co.com.

11. Third-Party Links

Our Site may contain links to third-party websites, social media platforms, and resources. SOULESTA Co. is not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policy of any third-party site you visit. This Policy applies solely to information collected through our Site.

12. Disclosure of Your Information

We do not sell your Personal Information. We may share your information only in the following circumstances:

- **Service Providers:** With trusted third-party vendors (Kartra, Stripe, Zoom, Google, Meta) who process data on our behalf to deliver our services, under data processing agreements where applicable.
 - **Legal Requirements:** If required to do so by law, court order, or governmental authority, or if we believe in good faith that disclosure is necessary to protect the safety, rights, or property of SOULESTA Co., our members, or others.
 - **Business Transfers:** In connection with a merger, acquisition, or sale of business assets, in which case your information may be transferred as part of that transaction. We will notify you of any such change via email or Site notice.
 - **With Your Consent:** For any other purpose with your prior written consent.
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13. Disclaimers

The information, content, and materials on this Site and in our programs are provided for educational and informational purposes only. Nothing on this Site constitutes legal, financial, tax, therapeutic, or medical advice. SOULESTA Co. is not a law firm, financial advisor, healthcare provider, or licensed mental health professional. You should consult appropriate licensed professionals for advice specific to your situation.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or for other operational reasons. We will post the updated Policy on this page with a revised "Last Updated" date. For material changes, we will notify you by email (at the address associated with your account) or by a prominent notice on the Site prior to the change taking effect. Your continued use of the Site after any update constitutes your acceptance of the revised Policy. We encourage you to review this page periodically.

15. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

SOULESTA Co., LLC

1000 Main Street Ste 2300 #A180

Houston, TX 77002

Email: soulesta@soulesta-co.com

Website: www.eventpowerhousesociety.com

For GDPR-related inquiries, you may also contact your local data protection authority.