

Who we are

The Resourceful Bride is a digital wedding planning resource created and run by Caroline, based in Switzerland. You can reach us at theresourcefulbride@proton.me.

What data we collect and why

When you sign up to our mailing list — through our lead magnet download, our launch waitlist, or any other form on our pages — we collect your email address. That is the only personal data we collect.

We use your email address to send you what you signed up for: your free guide, your launch notification and discount code, and occasional emails about our products and planning resources. We do not collect your name unless you choose to provide it. We do not collect payment information — all payments are processed securely by Stripe via Payhip, and we never see your card details.

If you book a Bridal AI Power Hour session, we also collect the information you provide through our booking form — such as your wedding date and current planning situation. This information is used solely to prepare for and deliver your session. It is not added to our marketing list without your separate consent.

How we store your data

Your email address is stored in MailerLite, our email marketing platform. MailerLite is GDPR-compliant and stores data within the European Union. You can read their privacy policy at mailerlite.com/privacy-policy.

How long we keep your data

We keep your email address for as long as you remain subscribed to our list. If you unsubscribe, your data is deleted from our active list. You can request full deletion at any time by emailing theresourcefulbride@proton.me and we will action it within 30 days.

Your rights

Under GDPR, you have the right to:

— Access the personal data we hold about you

- Request correction of any inaccurate data
- Request deletion of your data at any time
- Withdraw your consent to receive emails at any time by clicking the unsubscribe link in any email we send you

To exercise any of these rights, email us at theresourcefulbride@proton.me.

Cookies

Our MailerLite landing pages may use cookies for basic functionality and analytics. We do not use advertising cookies or tracking pixels. If you have concerns about cookies, you can adjust your browser settings at any time.

Third parties

We use the following third-party services:

- **MailerLite** — email marketing and landing pages
- **Payhip** — product delivery and payment processing
- **Stripe** — payment processing (via Payhip)
- **Calendly** — session booking and scheduling

We do not sell, rent, or share your data with any other third parties.

Changes to this policy

If we make significant changes to this policy, we will update the date at the top of this page. We encourage you to check back occasionally.

Contact

Questions about this policy? Email us at theresourcefulbride@proton.me.

The Resourceful Bride | @theresourcefulbride | Finally, a plan.