

Learning4Life – Lead Magnet Privacy Policy

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Introduction

Learning4Life (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and store personal information when you download our free resources, guides, or lead magnets. This policy applies only to free content downloads and email or WhatsApp communications — not to the Learning4Life online learning platform.

1. What information we collect

When you download a free Learning4Life resource, we may collect your name, email address, and WhatsApp number (if you choose to provide it). You only provide this information voluntarily.

2. How we use your information

We use your details to send you the free content you requested, share helpful follow-up emails or WhatsApp messages related to homeschooling, alternative education, and Learning4Life resources, workshops, or updates. We do not sell your data or share it with third parties for marketing purposes.

3. WhatsApp communication

If you provide a WhatsApp number, we may send occasional messages related to the resource you downloaded. Messages will be informational, supportive, and non-spammy. You can opt out at any time by replying STOP. Providing a WhatsApp number is optional.

4. Email communication & unsubscribing

All marketing emails include an unsubscribe link. You can opt out at any time. Once unsubscribed, you will no longer receive emails from us unless you sign up again.

5. How we store your data

Your information is stored securely using trusted third-party tools such as email marketing and CRM platforms. We take reasonable steps to protect your data from unauthorised access, loss, or misuse.

6. How long we keep your data

We keep your information only for as long as you remain subscribed or as reasonably necessary for the purposes described above. You can request deletion at any time.

7. Your rights

You have the right to access the personal data we hold about you, ask us to correct or delete your data, and withdraw consent at any time.

8. Children's privacy

Our free resources are designed for parents and educators. We do not knowingly collect personal data directly from children under 16 through lead magnets.

9. Changes to this policy

We may update this Privacy Policy occasionally. Any changes will be reflected in this document with an updated date.

10. Contact us

If you have any questions about this Privacy Policy or how we handle your data, please contact us at **info@learning4.life**.