

Privacy Policy

Applies to: AskNumerologist.com, related subdomains, and any services, content, or digital products we provide (collectively, the “Services”).

EquiOpt LLC (“we,” “us,” “our”) respects your privacy. This Policy explains what personal information we collect, how we use it, and the choices you have. If you do not agree with this Policy, please do not use the Services.

1. Information We Collect

You provide:

Contact details (name, phone if provided), account credentials, messages, form submissions. Order and payment details (products purchased, transaction metadata). Payments are processed by third-party processors (e.g., Stripe/SamCart); we do not store full card numbers. Profile inputs used for numerology/astrology analyses (e.g., date of birth, time/place of birth, name, language preferences).

Content you upload or share (e.g., questions, testimonials, reviews).

Collected automatically:

Device and usage data (IP address, browser/device type, pages viewed, referral URLs, timestamps).

Cookies and similar technologies (pixels, SDKs, local storage) for core functionality, analytics, personalization, and marketing.

From third parties:

Payment, fraud-prevention, and chargeback data from processors.

Analytics and advertising partners (e.g., Google Analytics, ad networks) that may provide aggregated or inferred data.

SMS service providers for deliverability and engagement metrics.

2. How We Use Your Information

Provide, operate, secure, and troubleshoot the Services.

Create personalized numerology/astrology content and deliver reports.

Process orders, payments, subscriptions, and customer support requests.

Send transactional messages (e.g., receipts), and—with your consent where required—marketing communications.

Analyze performance, improve our content, and develop new features.

Detect, prevent, and respond to fraud, abuse, security incidents, and legal requests.

Comply with applicable laws and enforce our Terms.

Legal bases for EU/UK users: consent; performance of a contract; legitimate interests (e.g., to secure and improve the Services); compliance with legal obligations.

3. Cookies, Analytics, and Advertising

We use cookies and similar technologies for essential operations, remembering preferences, analytics, and (where applicable) interest-based advertising. Where required by law, we obtain your consent before setting non-essential cookies. You can manage preferences via our cookie banner or your browser settings. Blocking some cookies may impact functionality.

4. Disclosure of Information

We may share personal information with:

Service Providers/Processors who perform services on our behalf (e.g., hosting, analytics, customer support, payment processing, SMS delivery).

Business transfers (in connection with a merger, acquisition, or asset sale).

Legal and safety (to comply with law, respond to lawful requests, or protect rights, property, and safety).

We do not sell personal information for money. We may “share” (as defined by California law) certain data for cross-context behavioral advertising; you can opt out (see Your Privacy Choices below).

5. Your Privacy Choices & Rights

Marketing: You may unsubscribe from marketing messages at any time via the link in the message or by contacting us through the information provided on our website. (Transactional messages will still be sent.)

Cookie preferences / Targeted ads: Use our cookie banner or browser settings. California residents may exercise the right to opt out of “sale”/“sharing” for cross-context behavioral advertising via Your Privacy Choices.

Access, deletion, correction: Depending on your location (e.g., California, EU/UK), you may request access to, deletion of, or correction of your personal information, and—in some regions—portability or restriction of processing.

Global Privacy Control (GPC): If your browser sends a recognized GPC signal, we will treat it as a request to opt out of “sale”/“sharing” for that browser.

To exercise rights: Submit a request using the contact information at the bottom of our website. We may verify your request and, where permitted, respond within the required timeframe. Authorized agents may act on your behalf with appropriate proof of authority.

Non-discrimination: We will not discriminate against you for exercising privacy rights.

Our services are directed primarily to users in the United States and selected other regions. We do not target or intentionally provide services to residents of the European Union or the United Kingdom.

6. Children’s Privacy

The Services are not directed to children under 13 (or under 16 in the EU/UK). We do not knowingly collect personal information from children. If you believe a child has provided personal information, contact us and we will delete it.

7. Data Retention

We retain personal information as needed to provide the Services, comply with legal obligations (including tax and accounting), resolve disputes, and enforce agreements. Retention periods vary by data category and purpose.

8. Security

We implement technical and organizational measures designed to protect personal information. No system is 100% secure; please use strong passwords and promptly notify us of any suspected unauthorized activity.

9. International Transfers

We may transfer, store, and process information in countries other than yours (e.g., the United States). Where required, we use appropriate safeguards (such as Standard Contractual Clauses) for cross-border transfers.

10. Third-Party Links and Integrations

The Services may link to third-party sites or services we do not control (e.g., payment processors, social media, scheduling tools). Their privacy practices are governed by their own policies.

11. Changes to This Policy

We may update this Policy from time to time. Material changes will be noted by updating the date at the bottom and, where required by law, we will notify you and/or obtain consent.

12. Contact Us

EquiOpt LLC
P.O. Box 3645
Mission Viejo, CA 92690
U.S.A.

Supplement for California Residents (CPRA)

This section describes our data practices using the categories set out by California law and your CPRA rights (access, correction, deletion, portability, limit use/disclosure of sensitive information, and opt-out of sale/share). We collect the following categories (as defined by law): identifiers; customer records; commercial information; internet/network activity; geolocation (approximate); inferences; and, if you provide them, sensitive data such as precise birth date/time for numerology. We use and disclose these categories for the purposes described above. We do not sell personal information for money. We may “share” identifiers, internet/network activity, and inferences with advertising partners for cross-context behavioral advertising unless you opt out.

To exercise rights, use the contact information on our website.

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