

ROMALLISE LLC

Privacy Policy

Effective Date: July 1, 2025 | Last Updated: June 2026

Website: www.romallise.com | Contact: llisecreations@gmail.com

At Romallise LLC, we believe in transparency almost as much as we believe in healing. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website (www.romallise.com), subscribe to our content, purchase our products, or engage with our community. By using our site, you agree to the practices described here.

Important: Romallise LLC is a psychoeducation and creative wellness brand. We are not a clinical mental health provider, therapy practice, or crisis service. Nothing you share with us creates a therapist-client relationship. If you are in crisis, please contact the 988 Suicide & Crisis Lifeline (call or text 988) or local emergency services.

1. What Information We Collect

Information You Provide Directly

We collect personal information you voluntarily give us, including:

- **Name and email address** — when signing up for our email list, free resources, or waitlists
- **Billing and payment details** — when purchasing journals, workbooks, or event tickets (processed securely by our payment provider; not stored by Romallise)
- **Contact form submissions** — messages you send through our website
- **Survey and research responses** — when you participate in customer discovery interviews or community feedback sessions
- **Event registration details** — name, dietary needs if applicable, accessibility requests

Information Collected Automatically

When you visit our website, our service providers and we automatically collect:

- **IP address and general location** (city/region level — not your precise address)
- **Device and browser information** — browser type, operating system, device type
- **Browsing behavior** — pages visited, time on page, clicks, scroll depth, referral source
- **Session data** — interaction patterns and navigation paths

Information from Social Media Platforms

We maintain a presence on Instagram and other Meta platforms. When you interact with our content on those platforms:

- **Comments, likes, shares, and direct messages** remain on the respective platform and are subject to Meta's Privacy Policy

- **Aggregate engagement data** (reach, impressions, follower demographics) is made available to us through Meta's built-in analytics tools
- We may internally review public comments, DMs, and messages to build sentiment reports, content direction lists, and marketing briefs — this is done to better serve our community and understand what resonates

We do not store the content of your private DMs on our own servers. Meta controls that data. Any insights we extract from our community interactions are anonymized and used only for internal planning purposes.

2. How We Collect Information

We collect information through the following channels:

- **Wix website platform** — forms, opt-ins, event registrations, and page analytics
- **Google Analytics** — tracks website traffic, user behavior, and content performance
- **Google Ads** — tracks ad campaign performance and may use remarketing cookies if campaigns are active
- **Meta (Instagram) Insights** — social engagement data through Meta Business Suite
- **Wix Email Marketing** — tracks opens, clicks, and subscriber activity for email campaigns hosted through our Wix platform
- **Substack** — tracks opens, clicks, and subscriber engagement for our newsletter. Substack operates under its own Privacy Policy at substack.com/privacy
- **Payment processor** — collects billing details at checkout; Romallise does not store card data
- **Google Workspace** — if you connect with us via Google Meet or other Google Suite tools (e.g., for a discovery interview), your meeting data is governed by Google's Privacy Policy
- **Direct outreach** — customer discovery interviews and community research sessions

3. Why We Collect This Information

We collect and use personal information only for the following purposes:

- To deliver products and services you purchase (digital downloads, event access, workbooks)
- To send resources, updates, and content you opted into via our email list
- To improve our website and understand what content serves our community best
- To analyze social media engagement and shape our content strategy
- To conduct community research (with your consent) that informs our programming
- To communicate about your order, account, or support requests
- To run and measure advertising campaigns via Google Ads
- To comply with applicable laws and protect our legal rights

4. How We Store, Use, Share & Disclose Your Information

Data Retention

We retain your personal information only as long as necessary for the purpose it was collected:

- **Email list subscribers:** data retained while subscribed, plus 12 months after unsubscribe
- **Purchase records:** retained for 7 years to comply with financial and tax recordkeeping obligations
- **Contact form submissions:** retained for 24 months unless you request deletion sooner
- **Website analytics data:** retained per Google Analytics default settings (up to 14 months)
- **Event registration data:** retained for 6 months post-event, then deleted unless you have an active account
- **Customer discovery interview notes:** anonymized within 90 days of the session; raw notes deleted after anonymization

When data is no longer needed, we delete or anonymize it. You may request earlier deletion at any time (see Section 7).

Storage

Your data is stored through the following platforms, each operating under their own security standards:

- **Wix.com:** primary website hosting and form data storage. Wix operates on secure, firewalled servers. See: wix.com/about/privacy
- **Google LLC (Analytics, Ads, Workspace):** behavioral and analytics data. Google complies with GDPR and CCPA. See: policies.google.com/privacy
- **Meta Platforms (Instagram/Facebook):** social engagement data. See: privacycenter.fb.com
- **Payment processor:** billing data only. All gateways used by Romallise comply with PCI-DSS standards
- **Wix Email Marketing:** subscriber list and campaign data for website-based email. See wix.com/about/privacy
- **Substack:** newsletter subscriber list and engagement data. See substack.com/privacy

Romallise does not operate its own independent servers. All data is stored with the third-party platforms listed above.

Third-Party Sharing

We share your information only in these limited circumstances:

- **Service providers:** the platforms listed above access your data solely to deliver services on our behalf
- **Legal compliance:** we may disclose data if required by law, court order, or to protect the safety of our community

- **Business transfers:** if Romallise is acquired or merges with another entity, you will be notified before your data transfers

Our commitment: We do not sell, rent, license, trade, or otherwise transfer your personal information to any third party for their independent marketing, commercial, or advertising use — ever. This includes data brokers, advertising networks outside our stated platforms, and any entity compensating us in exchange for your information.

How We Protect Against Data Selling

A data broker is a company that buys and sells personal data — often without users ever knowing. They typically enter websites through hidden ad pixels, third-party scripts, and purchased app integrations. Here is how Romallise avoids feeding those networks:

- **We only work with named platforms bound by Data Processing Agreements (DPAs)** — Wix, Google, Meta, and Substack all have legal DPAs that contractually restrict how your data can be used. Data brokers do not have these agreements with us.
- **We do not install third-party ad network pixels** — the ad networks most commonly connected to data brokers (such as Taboola, Outbrain, or unknown retargeting tools) are not installed on our site. Our ad tools are limited to Google Ads and Meta's built-in tools.
- **We do not buy, rent, or sell email lists** — our subscriber lists on Wix Email Marketing and Substack are built organically from people who chose to sign up. We will never purchase a list or sell ours.
- **Our cookie consent banner blocks non-essential cookies until you say yes** — this means Google Analytics and Meta Pixel do not activate until you give affirmative consent. This is your strongest structural protection.
- **We audit new tools before adding them** — if we ever add a new app or integration to our website, we review its privacy practices before installation. We do not add tools that pass data to broker-adjacent ad networks.
- **You can request a data audit at any time** — submit a privacy request to llisecreations@gmail.com and we will tell you exactly what data we hold about you and every platform it currently lives in.

5. How We Communicate With You

If you have subscribed to our email list or purchased from us, we may contact you to:

- Deliver your free or paid resources
- Share new content, offerings, or community updates
- Notify you about events or seasonal programming
- Request feedback or participation in community research
- Address account or order-related matters

You can unsubscribe from marketing emails at any time using the unsubscribe link in any email. Transactional emails (order confirmations, download links) cannot be opted out of while an active order or access period exists.

6. Cookies & Tracking Technologies

Our Cookie Banner

When you first visit www.romallise.com, you will see a cookie consent banner. Non-essential cookies (analytics, advertising) are not activated until you give affirmative consent. You may change your preferences at any time by revisiting the cookie settings on our site.

Cookie Types We Use

The following categories of cookies may be active on our site based on your consent choices:

- **Essential cookies:** required for basic site function (session management, security). Always active — no consent required.
- **Analytics cookies (Google Analytics):** track page views, user behavior, traffic sources, and content performance. Help us understand what serves our audience.
 - Google may use this data per its own Privacy Policy. You can opt out via Google's opt-out tools at tools.google.com/dlpage/gaoptout
- **Advertising cookies (Google Ads):** used when advertising campaigns are active. May include conversion tracking and, if enabled, remarketing to previous visitors.
 - Remarketing lists are used only on Google and are not shared with other advertising networks
- **Meta Pixel:** if active, tracks actions taken on our site to measure Instagram/Facebook ad performance. Governed by Meta's Data Policy.

Third-Party Cookies

Third-party services embedded in our site (social media buttons, video embeds, Google Fonts) may place their own cookies independent of our cookie consent system. These are governed by the privacy policies of those respective services, not by Romallise.

You can manage or disable cookies at any time through your browser settings. Disabling essential cookies may affect site functionality.

7. Your Rights & How to Withdraw Consent

You have the right to:

- Access the personal information we hold about you
- Correct inaccurate or incomplete information
- Request deletion of your personal information
- Withdraw consent for marketing communications at any time
- Request we stop processing your data for certain purposes
- Receive a copy of your data in a portable format

- Know whether your data has been shared, and with whom

To exercise any of these rights, contact us at:

Email: llisecreations@gmail.com

Subject line: Privacy Request — [Your Name]

To verify your identity, we will ask you to confirm the name and email address associated with your account or submission. This is the only verification step required — no ID documents, no account creation. We will respond to verified requests within 30 days.

8. Children's Privacy

Our website and services are not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe a child under 13 has submitted information to us, contact us at llisecreations@gmail.com and we will delete it promptly.

Users aged 13–17 may access our free content and community resources. Any purchase or program enrollment by a user under 18 requires a parent or guardian to submit the purchase on their behalf or provide explicit written consent to llisecreations@gmail.com before enrollment is confirmed.

9. A Note on Mental Health Content

This matters: Romallise LLC creates psychoeducation content — educational material designed to build emotional vocabulary and normalize mental health conversations through media, storytelling, and creative practice. This is not therapy, clinical advice, or crisis intervention.

Nothing you share with us through forms, emails, event registration, or any other channel creates a clinical or therapeutic relationship with Romallise LLC or its founder. Our content is not a substitute for professional mental health care.

If you are in crisis or need immediate mental health support, please reach out:

- **988 Suicide & Crisis Lifeline:** call or text 988
- **Crisis Text Line:** text HOME to 741741
- **Local emergency services:** call 911

10. Privacy Policy Updates

We reserve the right to update this Privacy Policy as our business evolves, legal requirements change, or new services are introduced. When material changes occur:

- We will update the "Last Updated" date at the top of this page

- We will post a notice on our website for significant changes
- We will notify email subscribers before material changes take effect — and give you the opportunity to delete your data before any new data-sharing practice begins

Continued use of our website after updates are posted constitutes acceptance of the revised policy.

11. Contact Us

Questions about this policy, your data, or our practices? We want to hear from you.

Romallise LLC

Email: llisecreations@gmail.com

Website: www.romallise.com

Atlanta, Georgia, USA