Privacy Policy

Last Updated: November 12, 2026

1. Introduction

Hxology, LLC ("we," "us," or "our") respects your privacy. This Privacy Policy explains what personal information we collect, how we use and share it, and the choices and rights you have. It applies to information we collect through our website(s) (Hxology.com), our online and on-demand learning platform, QR codes, and in-person or virtual interactions such as speaking engagements, conferences, and meetings (together, the "Services").

By using the Services or voluntarily providing us with your information, you acknowledge the practices described in this Policy. If you do not agree, please do not use the Services or submit your information.

We may, from time to time, modify this Privacy Policy. Please check this webpage periodically for updates. We will comply with applicable legal obligations to provide you with relevant notice of material changes to this Privacy Policy. This may be necessary, for example, if the law changes, or if we change our business in a way that affects Personal Data protection. Your continued use of the website(s) and Services after any such update constitutes your acceptance of such changes.

Unless otherwise detailed in a separate written Business Associate Agreement, Hxology, LLC is not acting as a HIPAA Business Associate (as defined by HIPAA).

2. Information We Collect

2.1 Information You Provide Directly

We collect personal information that you choose to give us, including when you:

- complete a form or sign up on our website;
- scan a QR code and submit your details;
- speak with us or exchange contact information at a speaking engagement, conference, event, or meeting;
- register for, or participate in, a course or program on our learning platform; or
- contact us by email, phone, or social media.

The information we collect typically includes:

- **Name**
- **Email address**
- **Phone number**
- **Organization**
- **Job title**
- **Address**

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- **Payment Information**
- **Other information you share with us** that is relevant to our relationship or the circumstances of our meeting (for example, your interests, professional goals, topics you would like to discuss, or the event at which we met)

Please do not send us sensitive information (such as government ID numbers, financial account details, or health information) unless we specifically request it. You are prohibited from submitting or discussing Protected Health Information (as defined by HIPAA)("PHI"), patient-identifiable information, screenshots from clinical systems, confidential employer information, or other sensitive data.

2.2 Information From Other Sources

We may obtain professional contact information about individuals from publicly available professional profiles and business networking tools, including LinkedIn and LinkedIn Sales Navigator. This information may include your name, title, employer, professional background, and business contact details. We use it to identify and reach out to individuals and organizations who may be interested in our programs and services.

2.3 Information Collected Automatically

When you visit our website or learning platform, we and our service providers may automatically collect technical information, such as your IP address, browser type, device identifiers, pages viewed, referring URLs, and the date and time of your visit, using cookies and similar technologies (see Section 7).

3. How We Use Your Information

We use personal information to:

- respond to your inquiries and requests;
- build and maintain business and professional relationships, including following up after meetings, speaking engagements, and conferences;
- provide, administer, and improve our courses, programs, and Services, including account creation, enrollment, and access to content;
- send you information about our programs, events, and services, where permitted by law (you may opt out at any time);
- conduct outreach to prospective partners, participants, or clients;
- operate, secure, and maintain our website and systems;
- analyze usage and improve the Services;
- comply with legal obligations, enforce our terms, and protect our rights and the rights of others.

Where required by law, we rely on your consent, our legitimate business interests, performance of a contract, or compliance with legal obligations as the basis for these uses.

4. Platforms and Service Providers We Use

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We use third-party platforms to operate our business. These providers process personal information on our behalf and are permitted to use it only to provide services to us, or as otherwise described in their own policies:

Platform	Purpose
Wix	Website hosting, forms, and site analytics
LearnWorlds	Online learning platform, course delivery, and learner accounts
Airtable	Database and customer/contact relationship management
LinkedIn / LinkedIn Sales Navigator	Professional networking, prospect research, and outreach

These providers have their own privacy policies, which govern their handling of information. We encourage you to review them:

- Wix: https://www.wix.com/about/privacy
- LearnWorlds: https://www.learnworlds.com/privacy-policy/
- Airtable: https://www.airtable.com/company/privacy
- LinkedIn: https://www.linkedin.com/legal/privacy-policy

We may also share information with other vendors that support our operations (such as email delivery, payment processing, analytics, professional advisors, and IT providers), subject to appropriate confidentiality and data protection obligations.

5. How We Share Information

We do not sell your personal information for money. We may disclose personal information:

- **To service providers** described above and in Section 4;
- **To comply with the law**, such as in response to a subpoena, court order, or other legal process, or to protect the rights, property, or safety of us, our users, or others;
- **In a business transfer**, such as a merger, acquisition, financing, or sale of assets, in which case your information may be transferred as part of that transaction;
- **With your consent or at your direction**, such as when you ask us to introduce you to someone; and
- **In aggregated or de-identified form** that cannot reasonably be used to identify you.

We do not share personal information with third parties for cross-context behavioral advertising. If this changes, we will update this Policy and provide any required opt-out mechanisms.

6. Retention

We keep personal information only as long as needed for the purposes described in this Policy, including to maintain our relationship with you, provide the Services, and meet legal,

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accounting, or reporting requirements. When information is no longer needed, we delete or de-identify it.

7. Cookies and Similar Technologies

Our website and learning platform use cookies, pixels, and similar technologies to keep the Services working, remember your preferences, and understand how the Services are used. You can control cookies through your browser settings and, where available, through our cookie banner or preference tool. Blocking some cookies may affect site functionality.

Global Privacy Control / Do Not Track: We do not currently respond to browser-based opt-out preference signals such as Global Privacy Control.

8. Your Choices

- **Marketing communications.** You can unsubscribe from marketing emails at any time using the link in the message or by contacting us at legal@hxology.com. You may still receive transactional or relationship-related messages.
- **Phone and text.** Tell us if you do not want to be contacted by phone or text.
- **Updating your information.** You may ask us to correct or update the information we hold about you.
- **Cookies.** See Section 7.

9. Your Privacy Rights

9.1 California Residents

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (CCPA), may give you the right to:

- know what personal information we collect, use, disclose, and share;
- access a copy of your personal information;
- correct inaccurate personal information;
- delete your personal information, subject to legal exceptions;
- opt out of the sale or sharing of personal information (we do not sell personal information or share it for cross-context behavioral advertising confirm);
- limit the use of sensitive personal information (we do not collect sensitive personal information for purposes that require this right confirm); and
- not be discriminated against for exercising these rights.

Categories collected in the past 12 months: identifiers (name, email address, phone number, IP address); professional or employment-related information (organization, title); internet or network activity (website usage data); and other information you voluntarily provide.

Sources: directly from you; from professional networking tools such as LinkedIn; and automatically from your device.

Disclosures for a business purpose: to the service providers described in Section 4.

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To exercise your rights, contact us using the information in Section 13. We will verify your identity before fulfilling a request, and you may use an authorized agent as permitted by law.

9.2 Residents of Other U.S. States

Depending on where you live, you may have similar rights to access, correct, delete, or obtain a copy of your personal information, and to opt out of targeted advertising, sale, or certain profiling. If we deny your request, you may be able to appeal by contacting us at legal@hxology.com.

9.3 Individuals in the European Economic Area, United Kingdom, or Switzerland

You may have the right to access, correct, delete, restrict, or object to our processing of your personal information, to data portability, and to withdraw consent at any time. You may also lodge a complaint with your local data protection authority. Where we transfer personal information outside your region, we rely on appropriate safeguards, such as Standard Contractual Clauses.

Under the GDPR, you have the following rights, which we will always work to uphold:

a. The right to be informed about our collection and use of your Personal Data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.

b. The right to access the Personal Data we hold about you.

c. The right to have your Personal Data rectified if any of your Personal Data held by us is inaccurate or incomplete.

d. The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.

e. The right to restrict (i.e. prevent) the processing of your personal data.

f. The right to object to us using your personal data for a particular purpose or purposes.

g. The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

h. Rights relating to automated decision-making and profiling. We do not use your Personal Data in this way.

With your permission and/or where permitted by law, we may also use your Personal Data for marketing purposes, which may include contacting you by email or telephone or text message with information, news, and offers on our products and services. You will not be sent any unlawful marketing content or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

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10. Security

We use reasonable administrative, technical, and physical safeguards to protect personal information, including access controls and the security measures of the platforms listed above. No method of transmission or storage is completely secure, so we cannot guarantee absolute security. If we become aware of a breach affecting your information, we will notify you as required by law.

11. Children's Privacy

The Services are intended for adults and are not directed to individuals under 18. We do not knowingly collect personal information from children. If you believe a child has provided us information, contact us and we will delete it.

12. Third-Party Links and Services

Our Services may link to third-party websites and services, including LinkedIn. We are not responsible for the privacy practices of those third parties.

13. Contact Us

For questions about this Policy or to exercise your privacy rights:

Hxology, LLC
13013 Seminole Blvd., #1152
Largo, FL 33778
Email: legal@hxology.com

14. Changes to This Policy

We may update this Policy from time to time. We will post the updated version with a new "Last Updated" date and, where required by law, provide additional notice. Your continued use of the Services after changes take effect means you accept the updated Privacy Policy.

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