Privacy Policy

How we collect, use and protect your personal data.

This policy explains how Kiddy Luks LTDA (CNPJ 61.355.201/0001-04, "we") handles personal data when you use KL World, kiddyluks.com, or download or buy our products.

We follow the Brazilian General Data Protection Law (LGPD). Where applicable, we also follow the EU/UK General Data Protection Regulation (GDPR).

1. Data we collect

- **Account and contact data:** your name, email address and Whop username, when you join KL World, buy something or download a free product.
- **Payment data:** handled directly by Whop, Stripe and their payment partners. We only receive limited details, such as the amount, date, country and last digits of the card. We never receive your full card number.
- **Usage data:** what you access or download inside KL World and on our site, plus basic technical data such as IP address, browser and device. We use it to deliver the service and keep it secure.
- **Messages:** anything you send us by email, in type beat requests or in the community.
- **Marketing preference:** whether you chose to receive emails about free FLPs and updates.

2. How we use it

- To provide KL World and deliver your downloads, including emailing your download links.
- To process payments, manage your membership and give you support.
- To send marketing emails, only if you opted in. You can unsubscribe at any time using the link in every email.
- To measure and improve our site, products and ads.
- To prevent fraud and abuse, and to meet legal and tax obligations.

Legal bases: contract performance, legitimate interests, consent (for marketing) and legal obligation.

3. Who we share it with

We never sell your personal data. We only share it with service providers that help us run the business, each under its own privacy terms:

- **Whop:** membership platform and payments
- **Stripe:** payments

- **Cloudflare:** website, file hosting and security
- **Resend:** sending order and download emails
- **Kit (ConvertKit):** marketing emails, only if you opted in
- **Google Workspace:** our email inbox
- **Meta** (Facebook/Instagram): ad measurement, if enabled

We may also share data when the law requires it.

4. International transfers

Some of these providers process data outside Brazil, for example in the United States and the EU. When that happens, we rely on the safeguards each provider offers, such as standard contractual clauses.

5. How long we keep it

We keep account and order data while your membership is active, and afterwards for as long as needed for legal, tax and accounting purposes, usually up to 5 years.

Marketing data is kept until you unsubscribe or ask us to delete it.

6. Cookies

Our site uses only what it needs to work, such as remembering your cart, plus basic analytics and ad measurement. You can block cookies in your browser, but some features may stop working.

7. Your rights

You can ask us to:

- Confirm whether we hold your data
- Give you access to it
- Correct it
- Delete it
- Give you a portable copy
- Stop or restrict processing, or object to it
- Withdraw your consent at any time

Email **contact@kiddyluks.com** and we'll reply within 15 days. You can also complain to your data protection authority. In Brazil, that is the ANPD.

8. Security

We use reputable providers, encrypted connections (HTTPS) and signed, time-limited download links to protect your data. No system is 100% secure, but we work to keep your information safe.

9. Children

KL World is not intended for children under 16. We don't knowingly collect data from them.

10. Changes

We may update this policy and will change the date at the top when we do. If the changes are important, we will tell you by email.

11. Contact

For privacy questions or requests, write to Kiddy Luks LTDA at **contact@kiddyluks.com**.
