

Privacy Policy

Everything Aja LLC

Effective September 28 2026 | Last updated September 28 2026

This Privacy Policy explains how Everything Aja LLC collects, uses, discloses, protects, and retains personal information through EverythingAja.com, Kajabi, Weebly, EA accounts and communities, checkouts, programs, coaching, events, communications, social-media interactions, and other products and services that link to this Policy. It also explains the choices and privacy requests that may be available to you.

EA provides educational products and services to adults. Children should not create accounts, purchase products, join communities, or submit information directly. An authorized adult may provide limited information about a child when it is relevant to an educational service, subject to the protections below.

This Policy should be read with the Everything Aja Terms and Conditions, Purchase and Client Policies, checkout disclosures, media releases, and applicable service agreements. If a school or organizational contract imposes additional privacy requirements, that contract controls for the covered engagement.

1 Who We Are

Everything Aja LLC is a Georgia limited liability company providing educational curriculum, digital resources, coaching, consulting, memberships, workshops, professional development, physical Reading by Design Shopping Kits, and related services.

Everything Aja LLC
Aja McNair
4485 Fulton Industrial Blvd
Ste A1 #330
Atlanta, GA 30336
Email hello@everythingaja.com

2 Information You Provide

EA may collect the following information when relevant to an interaction, purchase, account, or service:

- Name, email address, telephone number, billing address, and shipping address.
- School, district, employer, business name, job title, professional role, and other organizational details.
- Account credentials, profile information, preferences, and information needed to authenticate or administer an account.
- Order, purchase, subscription, installment, invoice, refund, shipping, and transaction information.
- Coaching intake responses, educational assessments, program responses, assignments, implementation information, scheduling details, attendance, and participation records.
- Questions, messages, customer-support communications, survey responses, reviews, testimonials, comments, and community posts.

- Photographs, videos, audio recordings, work samples, documents, and other content voluntarily submitted by an authorized adult.
- Information supplied in connection with events, school engagements, proposals, contracts, applications, contests, promotions, or business inquiries.

3 Payment Information

Payments may be processed through Stripe, Square, Kajabi Payments, PayPal, or another disclosed payment provider. Those providers may collect payment-card details, billing information, device information, fraud-prevention information, and other information needed to complete a transaction under their own privacy practices.

EA does not ordinarily receive or store a complete payment-card number. EA may receive transaction identifiers, payment status, billing contact information, card type, limited card details such as the last four digits, and records needed to administer purchases, payment plans, refunds, disputes, accounting, and fraud prevention. Do not send full card numbers through ordinary email, community posts, or messaging services.

4 Information About Children Provided by Adults

A parent, legal guardian, educator, school representative, or other authorized adult may voluntarily provide limited child-related information when relevant to an EA service. This may include a child's first name or initials, age, grade, reading level, assessment results, educational needs, learning concerns, disability or diagnosis information, progress information, testimonials, and, when the adult chooses, work samples, photographs, videos, or voice recordings.

EA does not request a child's birth date or school information as part of its ordinary child-related data collection. Customers should provide only information reasonably necessary for the requested service and should avoid submitting Social Security numbers, insurance information, complete medical records, or unrelated sensitive information.

The submitting adult represents that the adult has lawful authority to provide the information. Submission for private service delivery does not automatically authorize public promotional use. Public use of a child's name, image, voice, likeness, work sample, or identifying story requires an appropriate parent or legal-guardian authorization.

5 Information Collected Automatically

When you visit or use an EA website or platform, EA and its service providers may automatically collect technical and usage information such as IP address, browser type, device type, operating system, pages viewed, links clicked, referring website, approximate location derived from an IP address, date and time, session activity, and diagnostic or security information.

Kajabi, Weebly, hosting providers, payment services, embedded content, and security or communications tools may perform automatic collection under their own terms and privacy practices. The precise information depends on the platform, configuration, device, and features used.

6 Cookies Analytics and Similar Technologies

EA may use cookies, pixels, tags, local storage, and similar technologies to operate websites, maintain sessions and preferences, protect accounts, measure traffic, count page views, understand referral sources, and identify which websites, content, campaigns, or channels bring visitors to EA websites.

These technologies may also support performance measurement and, when activated, advertising measurement or retargeting.

EA does not currently represent that every planned analytics or advertising tool is active. EA may later activate Google Analytics, Meta or Facebook Pixel, Google Ads tracking, social-media pixels, or similar services. Before activating a tool that materially changes collection or targeted-advertising practices, EA should confirm the provider and data involved, implement an appropriate cookie notice or consent mechanism, provide legally required choices, and update this Policy when necessary.

You may be able to control cookies through an EA consent tool, browser settings, device controls, or the opt-out tools offered by the relevant provider. Blocking some cookies may affect website features or account functions.

7 Information From Other Sources

EA may receive information from payment processors, Kajabi, Weebly, ManyChat, social-media platforms, advertising or analytics services, scheduling and video-conferencing providers, shipping carriers, schools, districts, employers, organizational clients, referral partners, event hosts, public sources, and other parties with which you interact. EA may combine this information with information collected directly, as permitted by law.

8 How We Use Information

EA may use personal information to:

- Create, authenticate, secure, and administer accounts.
- Process orders, payments, subscriptions, installment plans, invoices, refunds, shipping, and transaction records.
- Deliver curriculum, digital products, coaching, consulting, memberships, workshops, events, professional development, communities, and customer support.
- Personalize educational recommendations and support, monitor participation and implementation, review submitted materials, and communicate about services.
- Schedule appointments, send administrative and transactional messages, and provide purchase, account, security, shipping, or policy notices.
- Send marketing emails or text messages with the applicable consent and provide available opt-out methods.
- Measure website traffic, page views, referral sources, campaign effectiveness, and service performance.
- Improve, test, organize, and develop products, websites, programs, operations, and customer experiences.
- Prevent fraud, secure systems, investigate misuse, enforce agreements, protect legal rights, and comply with tax, accounting, insurance, contractual, and legal obligations.

9 Email Social Messaging and SMS

EA currently uses Kajabi for marketing and transactional email and may use ManyChat for social-media messaging and automated interactions. Marketing emails include an unsubscribe method. Unsubscribing from marketing does not prevent necessary transaction, account, security, or service communications.

EA may introduce SMS or text messaging through a provider selected in the future. Promotional text messages will require the appropriate consent. Providing a telephone number, making a purchase, or accepting this Privacy Policy does not by itself constitute consent to receive promotional texts. An SMS enrollment notice should identify the nature and expected frequency of messages, possible message and data rates, that consent is not a condition of purchase, and the available opt-out method, such as replying STOP. Service or appointment texts may be treated differently when permitted by law.

10 How We Disclose Information

EA does not sell or rent personal information or email lists. EA may disclose information as reasonably necessary to:

- Employees, independent contractors, virtual assistants, coaches, and consultants who need the information to perform authorized work.
- Website, hosting, account, community, course, payment, email, SMS, messaging, scheduling, video-conferencing, analytics, advertising, security, shipping, and fulfillment providers.
- Accountants, attorneys, insurers, financial institutions, auditors, and other professional advisers.
- Schools, districts, employers, or organizational clients for appropriate account, attendance, implementation, purchase, or service administration.
- Government agencies, courts, law enforcement, regulators, or other parties when required by law or reasonably necessary to protect rights, safety, systems, users, or the public.
- A purchaser, successor, lender, adviser, or other participant in a merger, financing, reorganization, sale, transfer, or similar business transaction, subject to applicable law and appropriate confidentiality protections.

EA does not give a school unrestricted access to an educator's private coaching messages or a child's information merely because the school purchased a service. Any such disclosure must be appropriate, authorized, contractually permitted, or legally required.

11 Sensitive Information

An adult may voluntarily disclose a child's disability, diagnosis, learning concern, reading difficulty, or other sensitive educational information when relevant to a requested service. EA uses this information only for appropriate service delivery, support, safety, legal, or recordkeeping purposes. Customers should submit only what is necessary and should use private channels rather than public or group spaces.

EA is not a healthcare provider, and ordinary EA services are not represented as HIPAA-covered medical services. EA may remove, redact, restrict, or delete sensitive information that is unnecessary, inappropriately posted, or outside the service scope.

12 Schools and Organizational Clients

When a school, district, employer, or organization purchases an EA service, EA may receive participant information from that organization and may provide its authorized administrators with appropriate account, purchase, attendance, implementation, access, and service information. The organization and EA may have separate responsibilities under their agreement and applicable law.

An organization should provide only information it is authorized to disclose. A contract, data-protection provision, or written instruction may supply additional rules for a particular engagement.

13 Children's Privacy

EA websites, accounts, purchases, communities, and services are directed to adults. Children should not create accounts, make purchases, join EA communities, or submit personal information directly. EA does not knowingly collect personal information online directly from children under 13.

An authorized adult may voluntarily provide limited child-related information through the adult's own account or communications when relevant to an EA service. A parent or legal guardian may contact hello@everythingaja.com to ask about child-related information submitted to EA and request an appropriate correction or deletion, subject to verification, legal obligations, backups, and applicable exceptions.

If EA learns that it collected personal information online directly from a child in a manner requiring parental notice or consent, EA may delete or restrict the information and take other appropriate steps. EA should separately evaluate children's privacy requirements before launching any website, app, channel, or online service designed for children or allowing children to submit information directly.

14 Data Retention

EA retains personal information only as long as reasonably necessary for the purpose collected and for legitimate operational, contractual, security, accounting, tax, insurance, dispute-resolution, enforcement, and legal needs. Retention periods differ by record type and context.

Account and purchase histories may be retained to administer access and document transactions. Client and program records may be retained for service delivery, quality, disputes, and professional records. Marketing information may remain until you unsubscribe or request deletion, subject to a limited suppression record used to honor the opt-out. Information may remain temporarily in routine backups or be retained when law, contract, fraud prevention, or a legal claim requires it. EA will not retain information indefinitely without a legitimate reason.

15 Data Security

EA uses reasonable administrative, technical, and physical safeguards appropriate to the nature of the information and EA's operations. Measures may include restricted access, account controls, reputable service providers, secure payment processing, system updates, backups, and reasonable contractor confidentiality practices.

No website, email, messaging system, transmission, or storage method is completely secure. EA cannot guarantee absolute security. Do not send full payment-card numbers, Social Security numbers, complete medical records, passwords, or unnecessary sensitive information through ordinary email, messaging, or community posts. Notify EA promptly if you believe your account or information has been compromised.

16 Your Choices and Privacy Requests

Depending on your location and applicable law, you may request access to personal information, correction of inaccurate information, deletion of eligible information, a portable copy, withdrawal of optional consent, information about use or disclosure, an end to marketing, or an opt-out of qualifying targeted advertising, sharing, or sale. Where required, you may also appeal a denied request and may not be unlawfully discriminated against for exercising a privacy right.

Submit requests to hello@everythingaja.com. Describe the request and identify the account, transaction, or interaction involved. EA may verify identity or authority before responding. EA may deny, limit, or charge for a request when permitted by law, including when information must be retained for transactions, tax or legal obligations, security, fraud prevention, disputes, another person's rights, or another applicable exception.

You may unsubscribe from marketing emails using the link in the message. When SMS marketing is offered, the applicable messages will explain how to opt out. Withdrawal of consent does not affect processing that occurred lawfully before withdrawal and may not prevent necessary transactional or service communications.

17 Browser Signals and Cookie Choices

EA will honor legally required browser-based opt-out signals, such as a qualifying Global Privacy Control signal, when applicable and technically supported. Because there is no universally accepted standard for every general Do Not Track signal, an EA website may not respond to every such signal. Visitors may also use available cookie controls, browser or device settings, provider opt-out tools, and direct privacy requests.

18 Third Party Websites and Services

EA websites and communications may link to or integrate with third-party websites, videos, social networks, payment providers, course platforms, shipping services, educational resources, or other technologies. Their privacy practices are governed by their own notices, not this Policy. EA is not responsible for a third party's privacy, security, availability, or content. Review the third party's policies before providing information.

19 International Users

EA operates from Georgia, United States. If you access EA from another country, your information may be transferred to, stored in, and processed in the United States and other locations where EA or its providers operate. Privacy laws in those locations may differ from the laws in your country. EA will use information as described in this Policy and will apply additional transfer protections when required by applicable law.

20 Business Transfers

If EA participates in a financing, merger, acquisition, reorganization, sale of assets, transition of services, bankruptcy, or similar transaction, relevant personal information may be disclosed or transferred as part of evaluating or completing the transaction. Any recipient will be subject to applicable law and the privacy commitments that continue to apply, unless a lawful change is properly disclosed.

21 Changes to This Privacy Policy

EA may update this Privacy Policy prospectively to reflect changes in law, services, platforms, security, analytics, advertising, or business practices. The revised Policy will display its effective date and will be posted through an appropriate EA channel. EA may provide additional notice of a material change when appropriate or legally required and will obtain new consent when required rather than relying solely on continued use.

22 Contact Information

Privacy questions, requests, complaints, and concerns may be directed to:

Everything Aja LLC
Aja McNair
4485 Fulton Industrial Blvd
Ste A1 #330
Atlanta, GA 30336
Email hello@everythingaja.com

Attorney Review Notice

This draft is prepared for business-policy development and website implementation and is not a substitute for advice from a licensed attorney. Before publication, counsel should review the actual website and platform configurations, cookie and advertising tools, children's information practices, school contracts, data retention, privacy-request process, security procedures, interstate and international applicability, and coordination with the Terms and Conditions, Purchase and Client Policies, releases, and consent language.