

PRIVACY POLICY

Write Expectations

Effective Date: July 7, 2026

Write Expectations ("Write Expectations," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect through www.writeexpectations.com (the "Site"), including through our contact form, newsletter sign up form, and checkout process, how we use and share that information, and the choices available to you. By using the Site, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We collect information in the following ways:

Information You Provide Directly. When you submit a form on the Site, such as our Contact Us form, newsletter sign up, or checkout, we may collect information including your name, email address, phone number, mailing address, and the content of any message you send us.

Order and Payment Information. When you make a purchase, we collect billing and shipping information and order details. Payment card information is collected and processed directly by our third party payment processor, and we do not store full payment card numbers on our own systems.

Automatically Collected Information. When you visit the Site, we and our service providers may automatically collect certain information through cookies, web beacons, and similar technologies, including your IP address, browser type, device information, pages viewed, referring URL, and the dates and times of your visits.

Information from Newsletter Sign Up. If you sign up for our newsletter, including to receive a discount on your first purchase, we collect your email address and, if provided, your name, in order to send you marketing communications.

2. How We Use Your Information

We use the information we collect to:

- Process, fulfill, and ship your orders, and communicate with you about your purchase;
- Respond to inquiries submitted through our Contact Us form;
- Send you marketing and promotional communications, including newsletters, discount offers, new product announcements, and educational content, where you have signed up to receive them;
- Personalize your experience on the Site and improve our products, content, and services;
- Operate, maintain, and analyze the performance of the Site;

- Detect, prevent, and address fraud, security issues, or technical problems;
- Comply with applicable legal obligations.

We will not use the information collected through our forms for purposes materially different from those described in this Privacy Policy without providing you notice and, where required by law, obtaining your consent.

3. Marketing Communications and Your Choices

If you provide your email address through our newsletter sign up form, Contact Us form, or at checkout, you may receive marketing emails from us. Every marketing email we send includes an unsubscribe link. You can opt out of marketing communications at any time by clicking that link or by emailing us at renee@writeexpectations.com with your request. Please note that even if you opt out of marketing emails, we may still send you transactional messages related to an order or inquiry, such as shipping confirmations or responses to your questions.

We comply with the CAN-SPAM Act and will honor opt out requests promptly.

4. Cookies and Similar Technologies

We use cookies and similar tracking technologies to operate the Site, remember your preferences, understand how visitors use the Site, and support our marketing efforts, including retargeting and analytics. You can control or disable cookies through your browser settings; however, doing so may affect the functionality of the Site. We do not currently respond to browser Do Not Track signals.

5. How We Share Your Information

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

- Service providers who help us operate the Site and our business, such as web hosting providers, payment processors, shipping and fulfillment carriers, email marketing platforms, and analytics providers, each of whom is permitted to use your information only to perform services on our behalf;
- Professional advisors, such as legal or accounting firms, where necessary;
- Law enforcement or other parties when required by law, legal process, or to protect the rights, property, or safety of Write Expectations, our customers, or others;
- A successor entity in the event of a merger, acquisition, or sale of business assets.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, including to process orders, respond to inquiries, comply with legal and tax obligations, and maintain our marketing lists until you unsubscribe or request deletion.

7. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect the personal information we collect. However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

8. Your Privacy Rights and Choices

Depending on where you live, you may have certain rights regarding your personal information, which may include the right to:

- Request access to the personal information we hold about you;
- Request correction of inaccurate personal information;
- Request deletion of your personal information;
- Opt out of marketing communications at any time;
- Opt out of the sale or sharing of personal information for targeted advertising, to the extent applicable;
- Not be discriminated against for exercising your privacy rights.

To exercise any of these rights, please contact us at renee@writeexpectations.com. We will respond to verifiable requests within the timeframe required by applicable law. Residents of states with comprehensive privacy laws, such as California, Virginia, Colorado, and others, may have additional rights under those laws; please contact us for more information specific to your state.

9. Children's Privacy

The Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13 without verified parental consent, we will take steps to delete that information. If you believe we may have collected information from a child under 13, please contact us at renee@writeexpectations.com.

10. Third Party Links

The Site may contain links to third party websites, such as social media platforms or payment processors. This Privacy Policy does not apply to those third party sites, and we encourage you to review their privacy policies before providing them with any information.

11. International Visitors

The Site is operated in the United States, and information we collect is processed and stored in the United States. If you access the Site from outside the United States, you understand that your

information will be transferred to and processed in the United States, which may have data protection laws different from those in your country.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal or operational reasons. The updated version will be indicated by a revised effective date. We encourage you to review this Privacy Policy periodically.

13. Contact Us

If you have questions about this Privacy Policy or our privacy practices, or would like to exercise your privacy rights, please contact us at:

Write Expectations

Email: renee@writeexpectations.com

Website: www.writeexpectations.com