

BeExpertly — Privacy Policy

Last updated: May 1, 2026

This Privacy Policy explains how BeExpertly collects, uses, shares, and protects your personal information when you use our platform at beexpertly.com, app.beexpertly.com, and all related services (collectively, the “Platform”).

BeExpertly is operated by Beexpertly LLC, a California Limited Liability Company with its principal address at 13700 Marina Pointe Drive Unit 503, Marina del Rey, CA 90292 (“BeExpertly,” “we,” “us,” or “our”).

By using the Platform, you agree to the collection and use of information as described in this Privacy Policy.

1. Information We Collect

1.1 Information You Provide

Account Information: When you create an account, we collect your name, email address, profile photo, date of birth, and location. If you sign up using Google, we receive your name and email address from Google.

Profile Information: If you become an Expert, we collect additional information including your bio, social media links, intro video URL, and category selections.

Identity Verification: Experts are required to complete identity verification (KYC) through our third-party provider, Stripe Identity. During this process, you may be asked to provide a government-issued ID and a selfie. BeExpertly does not store identity documents directly — they are processed and stored by Stripe Identity. We retain only verification status, verification session ID, and any rejection reasons.

Payment Information: Payment details (such as credit card numbers) are collected and processed by our payment provider, Paddle, and our payout provider, Stripe. BeExpertly does not directly store your full payment card details.

Communications: Messages you send through the Platform’s messaging and community features, as well as any communications with our support team.

Content: Any content you create on the Platform, including session descriptions, community posts, and profile information.

1.2 Information Collected Automatically

Usage Data: We collect information about how you use the Platform, including pages visited, features used, sessions attended, search queries, and interaction patterns.

Device Information: We collect device type, operating system, browser type, screen resolution, and unique device identifiers.

Log Data: Our servers automatically record information including your IP address, access times, referring URLs, and Platform activity.

Cookies and Similar Technologies: We use cookies and similar tracking technologies to maintain your session, remember your preferences, and analyse Platform usage. See Section 8 for more details.

1.3 Information from Third Parties

Google Authentication: If you sign in with Google, we receive your name, email address, and profile photo from Google.

Payment Providers: Paddle and Stripe may share transaction confirmations, payment status, and payout status with us.

Streaming Provider: GetStream, our live streaming and chat provider, may share session participation data, connection status, and chat activity with us.

2. Lawful Basis for Processing (EEA and UK Users)

If you are located in the European Economic Area (EEA) or the United Kingdom, we process your personal data on the following lawful bases under the UK General Data Protection Regulation (UK GDPR) and the EU General Data Protection Regulation (EU GDPR):

Performance of a contract: Processing necessary to provide you with the Platform's services, including account creation, payment processing, session delivery, and customer support. This applies to your account data, transaction data, and session participation data.

Legitimate interests: Processing necessary for our legitimate business interests, provided those interests are not overridden by your rights. This includes Platform security and fraud prevention, analytics and service improvement, and internal reporting. You have the right to object to processing based on legitimate interests (see Section 6).

Consent: Where we rely on your consent, you may withdraw it at any time. This applies to optional analytics cookies and marketing communications (if any). Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal.

Legal obligation: Processing necessary to comply with legal obligations, including financial record-keeping, tax reporting, and responding to lawful requests from authorities.

3. How We Use Your Information

We use your information to:

- **Operate the Platform:** Create and manage your account, process transactions, facilitate subscriptions and workshops, enable live sessions, and provide customer support.
 - **Personalise Your Experience:** Show relevant content, recommend Experts based on your interests, and customise your session schedule.
 - **Process Payments:** Facilitate subscription billing, workshop purchases, tips, refunds, and Expert payouts through Paddle and Stripe.
 - **Communicate with You:** Send transactional notifications (session reminders, payment confirmations, schedule changes), respond to support requests, and send platform updates.
 - **Ensure Platform Integrity:** Verify Expert identities, detect and prevent fraud, enforce our Terms of Service, and maintain platform security.
 - **Improve the Platform:** Analyse usage patterns, monitor Platform performance, conduct internal research, and develop new features.
 - **Comply with Legal Obligations:** Respond to legal requests, enforce our rights, and comply with applicable laws and regulations.
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4. How We Share Your Information

4.1 With Other Users

Expert Profiles: If you are an Expert, your profile information (name, bio, photo, social links, categories, session schedule, subscription price, and cadence) is visible to all Platform users and to unauthenticated visitors viewing your profile page.

Learner Information: Experts can see the names and profile photos of Learners who subscribe to their program, attend their sessions, or join their community. Experts can see enrollment counts for their sessions.

Community Content: Messages posted in an Expert's community are visible to all members of that community.

4.2 With Service Providers

We share information with third-party service providers who help us operate the Platform:

- **Paddle** (paddle.com) — Payment processing as Merchant of Record. Paddle receives your payment information, email, and transaction details. Paddle is based in the United Kingdom.
- **Stripe** (stripe.com) — Expert identity verification (Stripe Identity) and payout processing (Stripe Connect). Stripe receives Expert identity documents and bank account details. Stripe is based in the United States.
- **GetStream** (getstream.io) — Live video streaming and real-time chat. GetStream receives your name, profile photo, and session participation data.
- **Google** (google.com) — Authentication services. Google receives confirmation of successful sign-ins.

- **Amazon Web Services** (aws.amazon.com) — Cloud hosting and data storage. Data is hosted in the United States.
- **SendGrid** (sendgrid.com) — Transactional email delivery. SendGrid receives your email address and email content.

These providers process your information on our behalf and are contractually required to protect your data. Where these providers are located outside the EEA or UK, we ensure appropriate safeguards are in place (see Section 10).

4.3 For Legal Reasons

We may disclose your information if required by law, regulation, legal process, or governmental request, or when we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

4.4 Business Transfers

If BeExpertly is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such change.

4.5 With Your Consent

We may share your information for other purposes with your explicit consent.

4.6 No Sale of Personal Data

BeExpertly does not sell your personal information to third parties. We do not share your data with advertising networks or data brokers.

5. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you with the Platform's services. Specifically:

- **Account Data:** Retained while your account is active and for 30 days after account deletion to allow for reactivation.
- **Transaction Records:** Retained for 7 years to comply with financial and tax reporting obligations.
- **Session Replays:** Subscription session replays are retained for 14 days. Workshop replays are retained for 30 days. After these periods, replays are permanently deleted.
- **Messages and Community Posts:** Retained while the relevant Expert's community is active.
- **Usage Logs:** Retained for up to 12 months for analytics and security purposes.
- **Identity Verification Data:** Verification status is retained while your Expert account is active. Identity documents are stored by Stripe Identity per their retention policy.

When data is no longer required, it is securely deleted or anonymised.

6. Your Rights

6.1 All Users

Regardless of your location, you may:

- **Access** your personal information through your account settings or by contacting us
- **Correct** inaccurate information through your account settings
- **Delete** your account by contacting us via the Contact Us form
- **Opt out** of non-essential communications through your notification preferences

6.2 EEA and UK Users (GDPR Rights)

If you are located in the European Economic Area or the United Kingdom, you have the following additional rights under GDPR:

Right of Access (Article 15): You may request a copy of all personal data we hold about you. We will provide this within 30 days in a commonly used, machine-readable format.

Right to Rectification (Article 16): You may request correction of inaccurate or incomplete personal data.

Right to Erasure (Article 17): You may request deletion of your personal data where there is no compelling reason for continued processing. We will comply unless we have a legal obligation to retain the data (such as financial records).

Right to Restriction (Article 18): You may request that we restrict processing of your personal data in certain circumstances, such as when you contest its accuracy or object to processing.

Right to Data Portability (Article 20): You may request your personal data in a structured, commonly used, machine-readable format and have the right to transmit it to another controller.

Right to Object (Article 21): You may object to processing of your personal data based on our legitimate interests. We will cease processing unless we have compelling legitimate grounds that override your interests.

Rights Related to Automated Decision-Making (Article 22): BeExpertly does not make decisions based solely on automated processing that produce legal or similarly significant effects on you.

Right to Withdraw Consent: Where processing is based on consent, you may withdraw consent at any time. This does not affect the lawfulness of processing carried out before withdrawal.

Right to Lodge a Complaint: You have the right to lodge a complaint with a supervisory authority. For UK users, this is the Information Commissioner's Office (ICO) at ico.org.uk. For EEA users, you may contact your local data protection authority.

To exercise any of these rights, contact us at privacy@beexpertly.com. We will respond within 30 days. We may request verification of your identity before processing your request.

6.3 California Residents (CCPA Rights)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA):

Right to Know: You may request details about the categories and specific pieces of personal information we have collected about you.

Right to Delete: You may request deletion of your personal information, subject to certain exceptions.

Right to Opt-Out of Sale: BeExpertly does not sell your personal information to third parties.

Right to Non-Discrimination: We will not discriminate against you for exercising your privacy rights.

To exercise these rights, contact us at privacy@beexpertly.com.

7. Data Protection Representative

BeExpertly is based in the United States. If you are located in the EEA or UK and have questions or concerns about how we handle your personal data, you may contact us directly at privacy@beexpertly.com.

We are committed to working with you to resolve any complaints about your privacy and our collection or use of your personal data. If you are unsatisfied with our response, you have the right to lodge a complaint with your local data protection authority.

8. Cookies and Tracking Technologies

8.1 What We Use

- **Essential Cookies:** Required for the Platform to function. These maintain your login session, remember your role preference, and enable core features. These cannot be disabled.
- **Analytics Cookies:** Help us understand how users interact with the Platform, which pages are visited most, and where users encounter issues. We use these to improve the Platform.

- **Preference Cookies:** Remember your settings and preferences, such as timezone and notification preferences.

8.2 What We Do Not Use

- We do not use advertising or tracking cookies.
- We do not use cookies to build advertising profiles.
- We do not share cookie data with advertising networks.

8.3 Managing Cookies

You can control cookies through your browser settings. Most browsers allow you to block or delete cookies. Note that blocking essential cookies may prevent the Platform from functioning correctly.

For EEA and UK users: non-essential cookies (analytics and preference cookies) are only activated with your consent. You may withdraw consent at any time through your browser settings.

9. Data Security

9.1 Security Measures

We implement appropriate technical and organisational measures to protect your personal information, including:

- Encryption of data in transit (TLS/SSL) and at rest
- Secure authentication via Google OAuth and magic links (no passwords stored)
- Identity verification handled by certified third-party providers
- Payment data handled by PCI-compliant payment processors
- Regular security reviews and monitoring
- Access controls limiting employee access to personal data

While we take reasonable precautions, no method of data transmission or storage is completely secure. We cannot guarantee absolute security of your information.

9.2 Data Breach Notification

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify affected users without undue delay and, where required by applicable law (including UK GDPR and EU GDPR), within 72 hours of becoming aware of the breach. Notification will include: the nature of the breach, the likely consequences, the measures taken or proposed to address the breach, and a contact point for further information. We will also notify the relevant supervisory authority where legally required.

10. International Data Transfers

BeExpertly is based in the United States. Your information may be transferred to and processed in the United States and other countries where our service providers operate.

For EEA and UK Users: When your personal data is transferred outside the EEA or UK to countries not recognised as providing an adequate level of data protection, we ensure appropriate safeguards are in place. These safeguards include:

- Standard Contractual Clauses (SCCs) approved by the European Commission and/or the UK Information Commissioner's Office
- Adequacy decisions where applicable
- Contractual obligations on our service providers to protect your data to standards equivalent to GDPR

By using the Platform, you acknowledge that your data may be processed in the United States. If you have questions about international transfers, contact us at privacy@beexpertly.com.

11. Children's Privacy

The Platform is not intended for individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have collected information from a child under 18, we will promptly delete that information. If you believe we have collected data from a child under 18, please contact us at privacy@beexpertly.com.

12. Third-Party Links and Services

The Platform may contain links to third-party websites or integrate with third-party services (such as YouTube for Expert intro videos or social media platforms linked in Expert profiles). We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing them with your information.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by email or through the Platform at least 14 days before the changes take effect. Your continued use of the Platform after the effective date constitutes acceptance of the updated Privacy Policy.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Beexpertly LLC 13700 Marina Pointe Drive Unit 503 Marina del Rey, CA 90292

Privacy inquiries: privacy@beexpertly.com

General inquiries: hello@beexpertly.com

Website: beexpertly.com

For UK users with unresolved privacy concerns, you may contact the Information Commissioner's Office (ICO) at ico.org.uk.

By using BeExpertly, you acknowledge that you have read and understood this Privacy Policy.