Privacy Policy for CleverlyBooks

Last Updated: October 17, 2026

Welcome to CleverlyBooks ("we," "our," or "us"). We operate the email sign-up and landing website for the upcoming CleverlyBooks mobile application (the "Site").

We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect your information when you visit our Site and sign up for our waitlist or newsletter.

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1. Information We Collect

We only collect information that you voluntarily provide to us or that is automatically gathered when you browse our Site:

- **Identity & Contact Data:** This includes your email address, and optionally your name, which you submit to join our app waitlist, product updates, or newsletter.
- **Technical Data:** This includes your internet protocol (IP) address, browser type, operating system, and basic analytics data about how you interact with our Site (e.g., pages viewed, time spent).

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2. How We Use Your Information

We use the information we collect strictly for the following purposes:

- To send you updates regarding the launch of the CleverlyBooks app.
- To deliver newsletters, book insights, or promotional offers you have opted into.
- To improve our website layout, performance, and user experience based on basic analytics.
- To prevent fraudulent activity or spam on our sign-up forms.

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3. Sharing Your Information

We do not sell, rent, or trade your personal data to third parties. We only share your data with trusted service providers who help us run our Site and email campaigns, such as:

- **Email Marketing Platforms** (e.g., Mailchimp, ConvertKit, Brevo) to securely store your email and send you updates.
- **Analytics Providers** (e.g., Google Analytics) to help us understand web traffic.

These third parties are contractually obligated to protect your data and are forbidden from using it for any other purpose.

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4. Cookies and Tracking Technologies

We may use cookies or similar tracking technologies to analyze trends, administer the Site, and track user movements around the Site. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent, though some parts of our Site may not function perfectly without them.

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5. Data Security

We implement industry-standard security measures (such as SSL encryption) to protect your personal information from unauthorized access, loss, or misuse. However, please remember that no method of transmission over the internet is 100% secure.

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6. Your Rights (GDPR & CCPA Compliance)

Depending on your geographic location, you may have the following rights regarding your data:

- **The Right to Access:** You can request a copy of the personal data we hold about you.
- **The Right to Rectification:** You can request that we correct any inaccurate or incomplete information.
- **The Right to Erasure ("Right to be Forgotten"):** You can request that we delete your email address from our systems.

- **The Right to Opt-Out:** You can click the "Unsubscribe" link at the bottom of any email we send to instantly stop receiving communications.

To exercise any of these rights, please contact us at the email address provided below.

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7. Children's Privacy

Our Site is not intended for use by children under the age of 13. We do not knowingly collect personal information from children. If we discover that a child under 13 has provided us with personal data, we will delete it immediately.

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8. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top.

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9. Contact Us

If you have any questions or concerns about this Privacy Policy, or if you would like to be removed from our waitlist, please contact us at:

Email: `info@cleverlybooks.com`

Website: `www.cleverlybooks.com`
