

Purple Squirrel Chronicles, LLC

2026 Privacy Policy

Effective Date: June 23, 2026 | Last Updated: September 2, 2026

1. Introduction

Purple Squirrel Chronicles, LLC ("PSC," "we," "our," or "us") is a Business-to-Business & Business-to-Consumer leadership, management, and professional development company that blends leadership training, coaching, mentorship, IT, PMO, Organizational Management, & Business Strategy models, methodology, and theory with curriculum design, narrative-driven education, thought leadership, appearances, and teaching series. Modeling servant leadership, PSC is a creative teaching house focused on helping individuals and organizations strengthen the strategic goal realization of their initiatives through practical pivots within the infrastructure of their delivery governance posture, operational maturity, leadership capacity, change management, organizational culture, etc. PSC implements its mission through a vast array of service offerings, podcasting, lectures, structured learning experiences, mentoring, coaching, and a growing multimedia ecosystem.

This Privacy Policy describes how Purple Squirrel Chronicles, LLC collects, uses, stores, and protects personal information, including Personally Identifiable Information (PII), gathered through our websites (www.PurpleSquirrelChronicles.com or www.PurpleSquirrelChronicles.Studio), our podcast ("The PSC Podcast"), our courses ("The PSC Lecture Series"), our associated social media presence, online platforms (Skip, Wix, Calendly), Payment Platforms (Stripe, Square, Cash App) and any other services we provide. This Policy applies to all website visitors, podcast listeners, learners, mentees, prospective clients, and business contacts who interact with PSC through any of our platforms or channels.

Podcast and Lecture Interactions and Third-Party Platforms. Audiences who engage with The PSC Podcast or Lecture Series, including through comment sections, social media posts, reactions, and shares, may do so across platforms such as YouTube, Rumble, Twitch, LearnWorlds, Teachable, and other third-party hosting, software, or streaming services. Please be aware that these platforms independently collect and process user data, including viewing behavior, device information, account data, and engagement analytics, pursuant to their own privacy policies. Purple Squirrel Chronicles, LLC does not control and is not responsible for the data collection practices of these third-party platforms. We encourage all users to review the privacy policies of any platform through which they access PSC content. Inquiries specific to The PSC Podcast may be directed to: Squirrel.Chronicles@Q-Dtech.com.

By accessing our websites, engaging with our podcast, enrolling in our lecture series, or otherwise using our services, you acknowledge that you have read and agree to the terms of this Privacy Policy. If you do not agree with the practices described herein, please discontinue use of our platforms and services.

2. Information We Collect

We collect personal information through several channels, as described below. We collect only the information necessary to fulfill the purposes outlined in this Privacy Policy.

2.1 Information You Provide Directly

When you interact with us voluntarily, whether through our Websites, emails, telephone, online forms, chat boxes, texts, direct messages, or other direct communications, you may provide us with the following categories of personal information:

- Full name and professional title;
- Company or organization name;

A purple banner with a silver border and a stylized squirrel tail graphic on the left. The text is white and bold.

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- Business and/or personal email addresses;
- Phone numbers, including mobile numbers used for SMS/text communications;
- Business mailing address;
- Content of your inquiry, message, service intake, or consultation request;
- Information you voluntarily share in the context of a service engagement or business communication; and
- Any information provided directly through contact forms, inquiry submissions, email correspondence, consultation scheduling requests, and similar interactions initiated by you.

This information is collected primarily for the purpose of responding to your inquiries, delivering our consulting services, and managing our ongoing business relationships.

2.2 Information Collected Automatically

When you visit our Websites, certain technical information is collected automatically through cookies, web beacons, and similar tracking technologies. This may include:

- Internet Protocol (IP) address;
- Browser type and version;
- Device type and operating system;
- Referring URLs and exit pages;
- Referring URLs (the page or source that directed you to our Websites) and exit pages;
- Pages visited on our Websites, time spent on individual pages, and the sequence of navigation;
- Time, date, and duration of visits; and
- General geographic location (derived from IP address; not precise GPS location).

This information is collected in aggregate and used primarily for analytics, performance monitoring, functionality, and improving the user experience on our Websites. It is not typically used to identify specific individuals unless combined with other information you have provided. See Section 4 for more information on cookies and tracking technologies.

2.3 Information from Third Parties

In the ordinary course of conducting business-to-business (B2B) outreach and relationship development, we may receive or access limited information about prospective clients or business professionals from publicly available sources and third-party platforms, including:

- Professional networking platforms such as LinkedIn;
- Referral partners and mutual business contacts; and
- Publicly accessible business directories, company websites, and industry and professional association listings.

Information obtained from third-party sources is used solely in the context of legitimate B2B outreach and professional relationship management, consistent with the terms of those platforms, applicable law, and this Privacy Policy.

2.4 SMS/Text Message Data

If you provide your mobile phone number and consent to receive SMS communications from us, we will collect and maintain:

- Your mobile phone number;
- Records of your opt-in consent, including the date, time, and method of consent;
- Opt-out records if you subsequently withdraw consent; and
- Message timestamps and delivery records for compliance and recordkeeping purposes.

We do not use third-party data sources to obtain mobile phone numbers for unsolicited SMS outreach. Consent is always obtained directly from the individual prior to initiating text message communications, in compliance with applicable telecommunications regulations, including the Telephone Consumer Protection Act (TCPA). For more information, see **Section 5** of this Policy.

3. How We Use Your Information

Purple Squirrel Chronicles, LLC uses personal information for specific, legitimate business purposes. We do not use personal data in ways that are incompatible with the purposes for which it was collected. Our primary uses include:

- **Professional Service Delivery and Engagement Communications:** To fulfill contractual obligations, manage active client engagements, communicate deliverable or SOW updates, and achieve the professional services you have retained us to provide;
- **Responding to Inquiries and Consultation Requests:** To follow up on contact form submissions, consultation requests, questions, email inquiries, general inquiries, and other requests for information submitted through our Websites or directly to our team;
- **Marketing and Promotional Communications:** To send newsletters, service announcements, industry insights, relevant updates, and promotional content to individuals and prospective clients who have opted in or with whom we have an existing business relationship. You may opt out at any time (see Section 8);
- **Website Analytics and Performance:** To Analyze website traffic, identify usage trends, and user interactions to improve the content and functionality, and enhance the user experience of our Websites;

- **Legal and Regulatory Compliance:** To meet our obligations under applicable federal, state, and local laws and regulations, respond to lawful requests, and maintain required business records;
- **Business Relationship Management:** To maintain accurate records in our Customer Relationship Management (CRM) systems to support ongoing professional interactions and future business engagements;
- **SMS Communications:** To send text messages, including appointment confirmations, service-related updates, and customer care messages, to individuals who have provided explicit prior consent (see Section 5); and
- **Internal Business Operations:** To conduct quality assurance, internal reporting, and operational planning activities; and
- **Fraud Prevention and Security:** To detect, investigate, and prevent unauthorized access, fraud, or other unlawful activity affecting our business or clients.

Important Notice:

*Purple Squirrel Chronicles, LLC **does not** sell, rent, lease, or trade your personal information to third-party marketers or data brokers. Personal data is used solely as described in this Privacy Policy.*

4. Cookies and Tracking Technologies

4.1 What Are Cookies

Cookies are small text files placed on your device (computer, tablet, or mobile phone) by a website when you visit it. They allow the website to recognize your device on subsequent visits, remember your preferences, and collect information about how you interact with the site. Cookies may be "session

cookies" (deleted when you close your browser) or "persistent cookies" (retained on your device for a defined period or until manually deleted). They are widely used to make websites function properly and to provide website owners with analytics information.

4.2 Types of Cookies We Use

We may use the following categories of cookies on our Websites:

- **Essential / Functional Cookies:** These cookies are necessary for the basic operation of our Websites. They enable core functionality such as page navigation, form submission, and security features. These cookies cannot be disabled without significantly impairing your ability to use the Website;
- **Analytics Cookies:** We may use analytics tools (such as Google Analytics or similar services) to collect aggregate information about how visitors use our Websites. These cookies help us understand which pages are most visited, how users navigate through the site, and where improvements can be made. The data collected is used in anonymized or aggregated form; and
- **Marketing / Preference Cookies:** These cookies may be used to track browsing activity across sessions and to deliver content or communications relevant to your interests. They may also track whether you have visited our Websites previously to help us tailor our outreach.

Where such cookies are employed, we will seek your consent in accordance with applicable law.

4.3 Cookie Management

You have the right to accept, decline, or manage cookies through your web browser settings. Most web browsers allow you to manage cookie preferences through browser settings, including the ability to block, delete, or receive alerts regarding cookies. To learn how to manage cookies on your specific browser, please consult your browser's help documentation or support resources. You may also visit third-party opt-out tools, such as the Google Analytics Opt-Out Browser Add-On, to disable specific analytics tracking.

Please note that disabling certain cookies, particularly essential and functional cookies, may impair the performance of our Websites and limit your ability to access certain features or complete online forms.

4.4 Do Not Track

Some browsers offer a "Do Not Track" (DNT) signal that instructs websites not to track your browsing activity. At this time, there is no universally accepted standard for how websites must respond to DNT signals. Our Websites do not currently alter its data collection practices in response to DNT signals. We continue to monitor developments in this area as industry standards evolve and as applicable regulatory guidance is issued, we will update our practices. Regardless of DNT settings, we remain committed to transparent and limited data collection as described in this Policy.

5. SMS Communications and Mobile Data

Purple Squirrel Chronicles, LLC, may use Short Message Service (SMS) text messaging to communicate with clients and contacts who have explicitly opted-in to receive such messages. This section governs our practices regarding SMS communications in compliance with applicable law, including the Telephone Consumer Protection Act (TCPA) and applicable carrier and messaging regulations.

5.1 Consent

We send SMS messages only to individuals who have explicitly opted-in to receive text communications from us. Consent may be provided by completing a web form, checking an opt-in box, a signed agreement, or through another affirmative action clearly indicating your agreement to receive text messages. Consent to receive SMS communications is not a condition of purchasing or receiving any service. We will not send marketing or informational text messages without first obtaining your explicit consent.

5.2 Types of Messages

SMS communications from Purple Squirrel Chronicles, LLC may include:

- Appointment confirmations and scheduling reminders;
- Service-related updates, deliverable status notifications, and follow-up communications; and
- Customer care announcements and informational content relevant to your engagement with our firm (only with express prior opt-in consent).

5.3 Opt-Out and Unsubscribe

You may withdraw your consent to receive SMS communications at any time by replying **STOP**, **QUIT**, **CANCEL**, **UNSUBSCRIBE**, or **END** to any text message you receive from us. You may also contact us directly at the information provided in **Section 13** to request removal from our SMS contact list. Upon receipt of an opt-out request, we will send one final confirmation message acknowledging the revocation of your SMS subscription, cease sending SMS messages to your mobile number, and promptly remove your number from active SMS distribution. You may re-subscribe at any time by opting in again through available channels.

5.4 SMS Data Handling

SMS opt-in data, consent records, and associated mobile phone numbers are maintained in our systems solely for the purpose of delivering requested communications and maintaining compliance records. It may be shared only with our technology service providers who operate our messaging infrastructure, strictly under contractual data protection obligations. This information is **not shared with third parties for marketing purposes** and is not sold or transferred to data brokers or advertising networks.

5.5 Message Frequency and Carrier Charges

Message frequency will vary depending on the nature of your engagement with our services, your relationship with PSC, and any customer care correspondence you have opted into. Standard message

and data rates from your mobile carrier may apply. Purple Squirrel Chronicles, LLC is not responsible for any charges imposed by your mobile carrier. Contact your wireless provider for details regarding your data and messaging rates.

5.6 Regulatory Compliance

Our SMS practices are designed to comply with the Telephone Consumer Protection Act (TCPA), the CAN-SPAM Act (where applicable to associated email communications), Cellular Telecommunications Industry Association (CTIA) messaging guidelines, and all other applicable federal and state messaging regulations. We maintain opt-in and opt-out records as required by law and conduct periodic reviews of our messaging practices to ensure ongoing compliance. We will update our SMS practices as regulations and industry standards evolve.

6. Third-Party Services and Disclosure

Purple Squirrel Chronicles, LLC, does not disclose personal information to third parties except as described in this section. All disclosures are governed by appropriate contractual protections.

6.1 Service Providers

We engage trusted third-party vendors to support the technical and business operational delivery of our services and Websites. These service providers may have access to personal data only to the extent necessary to perform services on our behalf and are contractually prohibited from using that data for any other purpose. Categories of service providers include:

- Website hosting and content delivery platforms;
- Customer relationship management (CRM) platforms;
- Email service and marketing automation platforms;
- Website analytics and performance platforms;

- SMS and telecommunications messaging platforms; and
- Information technology infrastructure, support, and cybersecurity services.

Where required by applicable law, we execute data processing agreements with service providers that require confidentiality and security of your information to ensure appropriate data protection standards are maintained.

6.2 Business Partners

In limited circumstances, the delivery of our services may involve collaboration with vetted business partners, subcontractors, or subject-matter experts. We may share relevant contact, SOW, or engagement information for the delivery of services to a mutual client. Such sharing occurs only when necessary to perform the contracted services and is subject to appropriate confidentiality obligations and, where applicable, data processing agreements.

6.3 Legal Requirements

We may disclose your personal information when required to do so by law, or in response to a valid legal process, including:

- Compliance with a court order, subpoena, or government investigation;
- Compliance with a request by a regulatory or law enforcement authority; or
- Protection of the legal rights, property, or safety of Q & D Technology, our clients, or the public.

Where legally permissible, we will endeavor to notify you of any such disclosure requirement prior to responding.

6.4 Business Transfers

In the event that Purple Squirrel Chronicles, LLC undergoes a merger, acquisition, asset sale, reorganization, or similar business transaction, personal information held by the company may be transferred to the successor entity as part of that transaction. We will provide notice of any such



transfer and ensure that the successor entity is bound by privacy protections at least as protective as those described in this Policy, as required by applicable law.

6.5 What We Do NOT Do

To be explicit and unambiguous, and for the avoidance of any doubt, Purple Squirrel Chronicles, LLC does **not**:

- Sell personal information to third-party marketers, advertisers, or data brokers;
- Rent or lease contact lists containing personal data;
- Trade or exchange personal information for commercial gain; or
- Disclose personal information for purposes unrelated to the delivery of our services without your explicit consent.

We do not monetize your personal data in any form.

7. Data Retention

Purple Squirrel Chronicles, LLC, retains personal information only for as long as necessary to fulfill the purposes for which it was collected, to comply with applicable legal, regulatory, and contractual obligations, to resolve disputes, to enforce our agreements, and to support legitimate business operations. Retention periods vary by data type and are governed by applicable law and business requirements.

Data Category	Retention Period	Basis
Client and engagement records (contracts, deliverables, correspondence)	Duration of engagement plus seven (7) years, in accordance with standard contract compliance and tax recordkeeping requirements	Contract compliance, legal obligation
Website inquiry and contact form data	Up to twenty-four (24) months from the date of submission	Business relationship development

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Data Category	Retention Period	Basis
Marketing contact and email list data	Until opt-out or deletion request is received and processed	Consent-based retention
SMS opt-in and opt-out records	As required by applicable law and TCPA compliance obligations (generally four (4) years)	Regulatory compliance
Anonymized and aggregated analytics data	May be retained indefinitely; does not identify individual users	Business analytics and improvement

Upon expiration of the applicable retention period, personal data will be securely deleted, anonymized, or archived in accordance with our internal data governance procedures. If you request deletion of your data prior to the end of the applicable retention period, we will evaluate the request in light of any overriding legal or contractual obligations (see Section 8).

8. Your Privacy Rights

Purple Squirrel Chronicles, LLC, respects your right to control your personal information. Depending on your jurisdiction and the nature of your relationship with us, you may have certain rights with respect to the personal data we hold about you.

8.1 General Rights

Depending on applicable law, you may have the right to:

- **Access** the personal information we hold about you and receive a copy;
- **Correct** inaccurate or incomplete personal information;
- **Delete** your personal information, subject to legal retention obligations;
- **Restrict** or object to certain processing activities; and
- **Data portability**, receive your data in a structured, machine-readable format where technically feasible.

8.2 California Residents: California Consumer Privacy Act (CCPA / CPRA)

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If you are a resident of the State of California, you have additional rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), including:

- **Right to Know:** The right to request disclosure of the categories and specific pieces of personal information collected about you, the purposes for collection, and the categories of third parties with whom it has been shared;
- **Right to Delete:** The right to request deletion of personal information we have collected, subject to certain exceptions;
- **Right to Opt-Out of Sale:** The right to opt out of the sale of personal information. *Please note: Purple Squirrel Chronicles, LLC **does not** sell personal information.* However, you may still submit an opt-out request and we will document and honor it;
- **Right to Correct:** The right to request correction of inaccurate personal information; and
- **Right to Non-Discrimination:** The right to receive equal service and pricing regardless of whether you exercise your CCPA/CPRA privacy rights. We will not deny you services, charge different prices, or provide a different level of service as a result of exercising your privacy rights.

8.3 Illinois Residents

State of Illinois residents may have additional rights under Illinois state law, including:

- **Illinois Biometric Information Privacy Act (BIPA):** To the extent our services involve the collection of biometric identifiers or biometric information, we comply with BIPA requirements, including written disclosure, consent, and destruction schedules. At this time, **Purple Squirrel Chronicles, LLC** does not engage in the collection of biometric data in the ordinary course of its business;
- **Illinois Personal Information Protection Act (PIPA):** We comply with data breach notification requirements and data security obligations applicable to Illinois businesses; and

- Additional privacy protections that may be enacted or amended under Illinois law from time to time.

If you believe any of your rights under Illinois law have been affected, please contact us using the information in Section 13.

8.4 Marketing Opt-Out

You may unsubscribe from marketing emails at any time by clicking the "unsubscribe" link included in any marketing communication or by contacting us directly at PSC@PurpleSquirrelChronicles.com.

To opt out of SMS communications, reply **STOP, QUIT, CANCEL, UNSUBSCRIBE, or END** to any text message you receive from us. Please allow up to ten (10) business days for opt-out requests to be fully processed across all applicable systems. Please note that even after opting out of marketing communications, you may continue to receive customer care, transactional, or service-related messages as necessary to fulfill an active engagement.

8.5 How to Exercise Your Rights

To submit a privacy rights request, including requests to access, correct, delete, or restrict your personal data, please contact us by email at:

PSC@PurpleSquirrelChronicles.com

Please include your full name, contact information, and a description of your request so that we may verify your identity and respond appropriately. We are committed to responding to all verifiable privacy rights requests within **thirty (30) calendar days** of receipt. Where a request is complex or requires additional time, we will notify you within the initial thirty-day period and provide an estimated completion date.

9. Data Security

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Purple Squirrel Chronicles, LLC takes the security of your personal information seriously and has implemented a range of technical and organizational measures designed to protect data against unauthorized access, disclosure, alteration, and destruction. Our security practices include, but are not limited to:

- **Encryption:** Personal data transmitted to and from our Websites are protected using Transport Layer Security (TLS) encryption. Where feasible, sensitive data is also encrypted at rest;
- **Access Controls:** Access to personal information is restricted to authorized personnel on a need-to-know basis. Role-based permissions are enforced to limit access to data to those with a legitimate business purpose;
- **Secure Vendor Agreements:** Third-party service providers who handle personal data on our behalf are required to implement appropriate security measures and are subject to data processing agreements that establish minimum security standards;
- **Employee Training:** Our team members are trained on data handling, privacy obligations, and information security best practices; and
- **Periodic Review:** We periodically review and assess our data security practices to identify and address potential vulnerabilities.

Despite our best efforts, no data transmission over the internet and no system of physical or electronic storage can be guaranteed to be 100% secure. We cannot warrant the absolute security of any information you transmit to us. We encourage you to take precautions to protect your own personal data, including using strong passwords and secure connections when communicating with us online.

Breach Notification. In the event of a data breach that compromises your personal information, we will notify affected individuals and applicable regulatory authorities in accordance with the

notification requirements of applicable law, including the Illinois Personal Information Protection Act and any other relevant state or federal statutes.

10. Children's Privacy

The Websites and services of Purple Squirrel Chronicles, LLC are directed exclusively to adults and business professionals. We do not knowingly collect, solicit, or process personal information from children under the age of thirteen (13). Our Websites are not designed or intended for use by minors.

If you are a parent or legal guardian and believe that a child under the age of thirteen has provided personal information to Purple Squirrel Chronicles, LLC without your consent, please contact us immediately at PSC@PurpleSquirrelChronicles.com. We will promptly investigate and, if confirmed, delete the relevant information from our records in accordance with the Children's Online Privacy Protection Act (COPPA) and applicable law.

11. Links to Third-Party Websites

Our Websites may contain hyperlinks to external websites, resources, or platforms operated by third parties, including social media platforms, industry resources, partner organizations, and other web properties. These links are provided for informational and convenience purposes only, and do not constitute an endorsement of the content, products, services, privacy practices, or any association with its operators of any third-party website.

Purple Squirrel Chronicles, LLC does not own, operate, control, or endorse any third-party websites, and we are not responsible for the content, privacy practices, data collection activities, or security measures employed by any external site.

We encourage you to review the privacy policy and terms of use of any third-party website you visit before providing personal information or engaging with that site's services.

12. Changes to This Privacy Policy

Purple Squirrel Chronicles, LLC reserves the right to update, revise, or modify this Privacy Policy at any time to reflect changes in our business practices, applicable law, regulatory guidance, or technology. We will not reduce your rights under this Privacy Policy without providing prominent notice.

When changes are made, we will update the "Last Updated" date at the top of this document and post the revised Policy on our Websites.

For material changes, those that significantly affect your rights or how we use your personal information, we will make reasonable efforts to notify you through one or more of the following methods:

- A prominent notice posted on our Websites;
- An email notification sent to the address on file for active clients and contacts; or
- Another communication channel through which we have an established relationship with you.

Your continued use of the Websites or our services following the posting of any updated Privacy Policy constitutes your acceptance of the revised terms. We encourage you to review this Policy periodically to stay informed of how we are protecting your information.

13. Contact Us

If you have questions, concerns, comments, or requests related to this Privacy Policy or our data practices, we welcome you to reach out to us. We are committed to addressing all privacy-related inquiries in a timely and transparent manner.

Please direct all privacy inquiries to:



Company	Purple Squirrel Chronicles, LLC
Mailing Address	P.O. Box 46223, Chicago, IL 60646-0223
Email	PSC@PurpleSquirrelChronicles.com
Website (Contact Us)	www.PurpleSquirrelChronicles.com

We are committed to responding to all inquiries, complaints, and rights requests within **thirty (30) calendar days** of receipt. Your privacy matters to us, and we appreciate the trust you place in Purple Squirrel Chronicles, LLC.

This document constitutes the official Privacy Policy of Purple Squirrel Chronicles, LLC and supersedes all prior versions.

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