

Privacy Policy

Privacy Policy for thenaturalfox.com

Effective Date: September 14, 2026

1. Introduction

This Privacy Policy explains how The Natural Fox, LLC, a Colorado limited liability company ("The Natural Fox," "we," "us," or "our") collects, uses, and protects information about visitors to thenaturalfox.com (the "Site"). This Policy supplements our Terms of Service and should be read together with it. By using the Site, you agree to the practices described here.

The Site is intended for users who are 18 years of age or older and reside in the United States or its territories. We do not knowingly collect information from anyone under 18. If we learn that we have collected information from a minor, we will delete it.

2. Information We Collect

Information you provide directly. When you download a free ebook, guide, or other resource, we collect your name and email address through our email service provider, ConvertKit. We do not currently sell products or services on the Site, so we do not collect payment or billing information at this time. If we begin offering paid resources or products, we will update this Policy and our Terms of Service before collecting any payment information.

Information collected automatically. We use Google Analytics to understand how visitors use the Site. Google Analytics collects information such as your IP address, browser and device type, pages visited, and time spent on the Site through cookies and similar technologies. We use this information for site measurement and improvement only. We do not use Google Analytics' advertising or remarketing features, such as Google Signals or ad personalization.

3. How We Use Information

We use the information we collect to:

- Deliver the ebooks, guides, or other resources you request
- Send related communications if you subscribe to our email list
- Understand and improve how visitors use the Site
- Respond to inquiries you send us
- Comply with applicable laws and legal obligations

We do not sell your personal information.

4. Email Communications and CAN-SPAM Act Compliance

If you subscribe to our email list, you agree to receive emails from us, including delivery of requested resources and occasional updates. We comply with the CAN-SPAM Act in all commercial email we send: we do not use false or misleading header information or deceptive subject lines, we identify promotional emails as advertisements where required, and we include our physical mailing address in every email. You can opt out of future emails at any time by clicking the unsubscribe link included in each email or by contacting us directly. We will honor opt-out requests within 10 business days.

5. Cookies and Tracking Technologies

Google Analytics uses cookies to collect site usage data. You can control or opt out of cookies through your browser settings, or by installing the Google Analytics Opt-out Browser Add-on, available at tools.google.com/dlpage/gaoptout. Because we do not currently use cookies for advertising or targeted marketing, we do not use a cookie consent banner at this time. If our use of cookies expands to include advertising or targeted advertising, we will update this Policy and provide additional notice as required by law.

6. Do Not Track and Global Privacy Control

Some browsers offer a “Do Not Track” (DNT) signal. Because there is no common industry standard for how businesses should respond to DNT signals, we do not currently respond to them.

Some browsers and browser extensions instead send a Global Privacy Control (GPC) signal, which communicates a user's preference to opt out of the sale of personal information or targeted advertising. We honor GPC signals as a valid opt-out request under the Colorado Privacy Act. Because we do not currently sell personal information or engage in targeted advertising, a GPC signal will not change what information we collect about you today, but we will apply it accordingly if our practices change.

7. Third-Party Service Providers

We work with the following service providers to operate the Site. Each processes information subject to its own privacy policy:

- ConvertKit, for email list management and delivery of downloadable resources (convertkit.com/privacy-policy)
- Bluehost, for website hosting (bluehost.com/privacy)
- Google Analytics, for site measurement (policies.google.com/privacy)

We do not share your information with these providers for any purpose beyond operating the Site, and we do not permit them to sell your information.

8. Your Privacy Rights

If you are a Colorado resident, the Colorado Privacy Act gives you the right to:

- Confirm whether we process your personal data

- Access that data
- Correct inaccuracies
- Request deletion
- Obtain a portable copy of your data
- Opt out of targeted advertising, the sale of personal data, or profiling

Residents of other states may have similar rights under their own applicable laws.

To exercise any of these rights, contact us in writing at the address below. We will respond within the time required by applicable law and may need to verify your identity before completing your request. If we deny your request, you may appeal by writing to us at the same address, and we will respond to your appeal within 45 days.

9. California Online Privacy Protection Act (CalOPPA)

This Privacy Policy is conspicuously posted on the Site and states its effective date above, as required by the California Online Privacy Protection Act (CalOPPA).

As described in Section 5, third parties such as Google Analytics may collect information about your visits to the Site over time. See Section 6 for how we respond to Do Not Track signals.

If you would like to review the personal information we have collected about you or request that we correct or update it, contact us using the information in Section 13.

10. Data Security and Retention

We use reasonable administrative and technical safeguards designed to protect the information we collect, though no method of transmission or storage is completely secure. We retain personal information only as long as reasonably necessary for the purposes described in this Policy or as required by law.

11. Children's Privacy

The Site is not directed to anyone under 18. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, contact us and we will delete it.

12. Changes to This Policy

We may update this Policy as our practices evolve, including if we begin selling products or services, collecting payment information, or using additional cookies or analytics tools. We will revise this Policy and update the effective date above when we do. We will provide additional notice of material changes, such as a website banner, where required by law.

13. Contact Us

If you have questions about this Policy or wish to exercise your privacy rights, contact us at:

The Natural Fox, LLC
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