

Privacy Policy

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Startup CPG, Inc. ("Startup CPG," "we," "us," or "our") operates **startupcpg.com** and its associated community platforms, events, newsletters, and services. This Privacy Policy explains what information we collect, how we use it, and the choices you have. **By using our services, you agree to the practices described here.**

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01

Information we collect

Information you provide directly

- Account registration details (name, email address, company name)
- Event registrations and form submissions
- Brand applications, press release submissions, and partnership inquiries
- Messages sent through our Slack community, contact forms, or email
- Survey responses and feedback

Information collected automatically

- Usage data (pages visited, time spent, links clicked)
- Device and browser information (IP address, browser type, operating system)
- Referral sources and search queries that brought you to our site
- Email engagement data (opens, clicks) via our email service provider

Information from third parties

- Data from social platforms (LinkedIn, Instagram) when you connect your account or follow us
- Event platform data from ticketing and registration providers

02

How we use your information

We use the information we collect to:

- Operate, maintain, and improve our website, community, and events
- Send you newsletters, event announcements, and community updates you've opted into
- Process event registrations, brand applications, and partnership requests
- Respond to your questions, requests, and support needs
- Analyze usage trends to improve our content and services
- Comply with legal obligations

We do not sell your personal information to third parties for their marketing purposes.

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How we share your information

We may share your information with:

- Service providers — companies that help us operate our services (email platforms like Klaviyo, event platforms, analytics tools). They may only use data to perform services on our behalf.

- Event co-hosts and sponsors — if you register for a co-hosted event, your registration data may be shared with the co-host. We will let you know at the time of registration.
- Legal requirements — we may disclose information if required by law, subpoena, or to protect the rights and safety of Startup CPG and our community.
- Business transfers — if Startup CPG is acquired or merges, your information may be transferred as part of that transaction.

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Cookies and tracking

We use cookies and similar technologies to remember your preferences, analyze site traffic, and improve our services. These include:

- Essential cookies — necessary for the website to function
- Analytics cookies — help us understand how visitors use our site (e.g. Google Analytics)
- Marketing cookies — used to deliver relevant content and measure campaign performance

You can manage cookie preferences through your browser settings. Disabling some cookies may affect the functionality of our site.

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Data retention

We retain your information for as long as your account is active or as needed to provide services. You may request deletion of your data at any time (see Section 6). We may retain certain information as required by law or for legitimate business purposes, such as fraud prevention.

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Your rights and choices

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete information
- Delete your personal data
- Opt out of marketing emails at any time via the unsubscribe link in any email
- Object to or restrict certain processing of your data

California residents may have additional rights under the CCPA. To exercise any of these rights, contact us at the address below.

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Security

We implement reasonable technical and organizational measures to protect your information from unauthorized access, loss, or misuse. However, no method of transmission over the internet is 100% secure. We encourage you to use a strong password and to contact us immediately if you suspect unauthorized access to your account.

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Children's privacy

Our services are not directed at children under 13. We do not knowingly collect personal information from children. If you believe a child has provided us with their information, please contact us and we will delete it promptly.

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Changes to this policy

We may update this Privacy Policy from time to time. When we do, we'll update the "Last updated" date at the top of this page. For significant changes, we may notify you by email or via a notice on our website. Your continued use of our services after a change constitutes your acceptance of the revised policy.

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Contact us

If you have questions about this Privacy Policy or how we handle your data, please reach out:

community@startupcpg.com