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# LA MARZ & CO

## PRIVACY POLICY

How La Marz & Co collects, uses, stores and protects your personal data

Last Updated: May 2026

*This document is legally binding. Please read it carefully before purchasing or using any La Marz & Co product.*

[whop.com/la-marz-co](https://whop.com/la-marz-co) | [lamarzco.com](https://lamarzco.com)

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## ■ YOUR PRIVACY MATTERS

La Marz & Co is committed to protecting your personal information and being fully transparent about how we collect, use, store, and share it. This Privacy Policy explains your rights and our obligations under the GDPR, the Norwegian Personal Data Act (Personopplysningsloven), and the UK GDPR. Last Updated: May 2026.

## 1. Data Controller — Who We Are

Field	Details
Business name	La Marz & Co
Business type	Sole trader, operating under Norwegian law
Operating country	Norway
Primary website	lamarzco.com
Commerce platform	whop.com/la-marz-co
Contact email	contact@lamarzco.com

La Marz & Co is the data controller for all personal data collected through our website, social media channels, and direct communications. Where you purchase through Whop, Whop Marketplace Inc. is an independent data controller for data they collect directly on their platform — see Section 4.

## ■ DATA PROTECTION CONTACT

La Marz & Co does not currently appoint a formal DPO as we are not required to under GDPR Article 37 (we are not a public authority, do not engage in large-scale systematic monitoring, and do not process special category data at scale). All data protection queries are handled personally by the business owner. Submit all data-related requests via [contact@lamarzco.com](mailto:contact@lamarzco.com) — subject: DATA REQUEST. We acknowledge within 5 business days and respond in full within 30 calendar days (GDPR Article 12).

## 2. What Personal Data We Collect

### 2.1 Data You Provide Directly to La Marz & Co

- Name and email address — when contacting us directly via email, Discord, or social media DMs
- TradingView username — if provided voluntarily for support purposes
- Communications content — messages, queries, or support requests you send to us directly
- Affiliate application information — channel name, audience size, niche (where you apply to our affiliate programme)

### 2.2 Data We Receive from Whop

When you purchase through Whop, Whop shares with us only the data we need to fulfil your order and provide support. This typically includes:

- Your name and email address as registered on Whop
- Order confirmation details and purchase reference number

- Product purchased and delivery confirmation

We do not receive or store your payment card details. All payment processing is handled entirely by Whop's payment infrastructure and their payment partners. La Marz & Co never accesses raw payment data.

### 2.3 Data Collected Automatically via Our Website

- Usage and analytics data — pages visited, time on site, browser type, device type, and approximate location (country/region level) — collected via analytics tools subject to your cookie consent
- IP address — collected automatically by our hosting and analytics providers for security and fraud prevention purposes
- Cookie data — as described in our Cookie Policy

### 2.4 Data We Do NOT Collect

La Marz & Co does not collect:

- Sensitive personal data (racial or ethnic origin, political opinions, religious beliefs, biometric data, health data, sexual orientation)
- Precise GPS or physical location data
- Full payment card numbers or financial account details
- Social security numbers or national identity numbers
- Data from children under 18

## 3. How We Use Your Data & Lawful Basis

Under GDPR Article 6, we must have a lawful basis for every processing activity:

Purpose	Data Used	Lawful Basis
Fulfilling your order and delivering products	Name, email, order data from Whop	Contract performance (Art. 6(1)(b))
Sending order confirmations and receipts	Name, email	Contract performance (Art. 6(1)(b))
Responding to support enquiries	Name, email, communications	Legitimate interests (Art. 6(1)(f))
Sending marketing emails	Email	Consent (Art. 6(1)(a)) — opt-in only
Website analytics and improvement	Usage data, anonymised	Consent (Art. 6(1)(a)) via cookie banner
Fraud prevention and chargeback defence	Order data, IP address	Legitimate interests (Art. 6(1)(f))
Legal and accounting compliance	Order records	Legal obligation (Art. 6(1)(c))
EULA enforcement and licence monitoring	Order data, licence records	Legitimate interests (Art. 6(1)(f))
Affiliate programme management	Affiliate application and tracking data	Contract performance (Art. 6(1)(b))

Marketing: We will only send marketing communications where you have explicitly opted in. You may withdraw consent at any time by unsubscribing or contacting us.

## 4. Data Collected via Whop

La Marz & Co sells primarily through the Whop platform ([whop.com/la-marz-co](https://whop.com/la-marz-co)). When you use Whop, Whop Marketplace Inc. acts as an independent data controller and collects data in accordance with their own Privacy Policy (available at [whop.com/privacy](https://whop.com/privacy)).

Whop's data collection is entirely separate from and in addition to ours. La Marz & Co is not responsible for how Whop collects, processes, or stores your data. We strongly recommend reviewing Whop's Privacy Policy before making a purchase.

The data Whop shares with La Marz & Co is limited to what is necessary for order fulfilment and support, as described in Section 2.2. We do not have access to your full Whop account data, payment history across other sellers, or any other personal data held by Whop beyond your order with us.

## 5. Cookies & Tracking Technologies

Our website ([lamarzco.com](https://lamarzco.com)) uses cookies and similar tracking technologies. Our use of non-essential cookies requires your prior, freely given consent, obtained via our cookie consent banner in compliance with the EU ePrivacy Directive and the Norwegian Electronic Communications Act (Ekomloven).

For a full breakdown of all cookies we use — including names, purposes, durations, and third-party providers — please refer to our separate Cookie Policy at [lamarzco.com/cookie-policy](https://lamarzco.com/cookie-policy).

## 6. Data Sharing — Third-Party Platforms

### ■ WE DO NOT SELL YOUR PERSONAL DATA

La Marz & Co does not sell, trade, or rent your personal data to third parties for their own marketing or commercial purposes.

We share data with the following categories of third parties only to the extent necessary:

Recipient	Purpose	Basis
Whop Marketplace Inc.	Order processing, delivery, payment — operates under their own Privacy Policy	Contract performance
Email marketing platform (e.g. Mailchimp)	Sending newsletters where you have opted in — subject to that platform's standard terms	Consent
Analytics providers (e.g. Google Analytics)	Website analytics in anonymised/aggregated form — subject to Google's standard terms	Consent via cookie banner
Legal authorities	Where required by law, court order, or regulatory obligation	Legal obligation

We have not separately negotiated standalone Data Processing Agreements with our analytics or email marketing providers beyond their standard platform terms. If you have concerns about how these providers handle data, we recommend reviewing their respective privacy policies directly.

## 7. Affiliate Links & Third-Party Services

Our content may contain affiliate links to TradingView and Trade Nation. When you click these links and interact with those platforms, your data is collected and processed by those platforms under their own privacy policies. La Marz & Co is not responsible for how third-party platforms handle your data.

Relevant privacy policies:

- TradingView: [tradingview.com/privacy-policy](https://tradingview.com/privacy-policy)
- Trade Nation: [tradenation.com/privacy-policy](https://tradenation.com/privacy-policy)
- Whop: [whop.com/privacy](https://whop.com/privacy)

## 8. Data Retention Schedule

Data Type	Retention Period	Legal Basis for Retention
Order and transaction records	Up to 7 years	Norwegian Accounting Act (Bokføringsloven)
Customer support communications	Up to 3 years from last contact	Legitimate interests
Marketing email lists	Until you unsubscribe or withdraw consent	Consent
Analytics data (anonymised)	As per provider settings (typically 26 months)	Consent
Cookie consent records	Up to 3 years	GDPR compliance evidence
Data breach records	Up to 5 years	Legal obligation (GDPR Art. 33)
IP address logs	Up to 90 days	Legitimate interests (security)
Affiliate programme records	Duration of participation + 3 years	Contractual necessity / legal compliance
EULA violation records	Up to 7 years	Legitimate interests — defending legal claims

## 9. Your Data Subject Rights

Right	What It Means	How to Exercise
Access (Art. 15)	Request a copy of personal data we hold about you	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST
Rectification (Art. 16)	Request correction of inaccurate or incomplete data	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST
Erasure (Art. 17)	Request deletion of your data, subject to legal retention obligations	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST
Restrict processing (Art. 18)	Request we limit how we process your data in certain circumstances	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST
Portability (Art. 20)	Receive your data in a structured, machine-readable format	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST
Object (Art. 21)	Object to processing based on legitimate interests or for direct marketing	Email <a href="mailto:contact@lamarzco.com">contact@lamarzco.com</a> — subject: DATA REQUEST

Right	What It Means	How to Exercise
Withdraw consent	Withdraw consent at any time where processing is consent-based	Unsubscribe link in emails or contact us directly

We respond within 30 calendar days (GDPR Article 12). We will verify your identity before processing any request.

### 9.1 Supervisory Authorities

- Norway: Datatilsynet — [datatilsynet.no](https://datatilsynet.no) | +47 22 39 69 00
- EU: Your national data protection authority — [edpb.europa.eu](https://edpb.europa.eu)
- UK: Information Commissioner's Office (ICO) — [ico.org.uk](https://ico.org.uk) | 0303 123 1113

## 10. Data Breach Notification Policy

### ■ DATA BREACH RESPONSE COMMITMENT

In the event of a personal data breach, La Marz & Co will respond promptly in full compliance with GDPR Article 33 and Article 34, the Norwegian Personal Data Act, and applicable legislation.

#### 10.1 Supervisory Authority Notification (72-hour requirement)

Where a breach is likely to result in a risk to the rights and freedoms of natural persons, La Marz & Co will notify Datatilsynet (Norway) within 72 hours of becoming aware of the breach, in accordance with GDPR Article 33(1). The notification will include: nature and scope of the breach; categories and approximate number of individuals affected; likely consequences; measures taken or proposed to address it.

#### 10.2 Individual Notification

Where a breach is likely to result in a high risk to affected individuals, La Marz & Co will notify those individuals directly without undue delay. Our target is within 72 hours of determining that notification is required, and in all cases within 7 calendar days. Notification will be sent to the last known email address on file and will explain: what happened; what data was involved; what risks this creates; what steps we are taking; and what actions you should take to protect yourself.

#### 10.3 Breach Register

We maintain an internal breach register documenting all personal data breaches regardless of whether notification is required, retained for a minimum of 5 years (GDPR Article 33(5)).

#### 10.4 Reporting a Suspected Breach to Us

If you believe your personal data held by La Marz & Co has been compromised, contact us immediately at [contact@lamarzco.com](mailto:contact@lamarzco.com), marking your message: URGENT DATA BREACH.

## 11. GDPR & Norwegian Compliance

We process personal data in accordance with:

- Regulation (EU) 2016/679 (GDPR)
- Norwegian Personal Data Act (Personopplysningsloven) of 2018
- ePrivacy Directive (2002/58/EC) and its Norwegian implementation in the Electronic Communications Act (Ekomloven) — regarding cookies

- EU Directive on Unfair Commercial Practices (2005/29/EC)
- Norwegian Markedsføringsloven (Marketing Control Act)

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## 12. UK Compliance

For UK residents, we process data in accordance with the UK GDPR and the Data Protection Act 2018. Your rights under UK GDPR are equivalent to those described in Section 9. UK supervisory authority: Information Commissioner's Office (ICO) — [ico.org.uk](https://ico.org.uk).

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## 13. California Residents — CCPA/CPRA

California residents have additional rights under the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA). Our full California Notice at Collection is available at [lamarzco.com/california-notice](https://lamarzco.com/california-notice).

In summary: We do not sell or share your personal information for cross-context behavioural advertising. You have the right to know, delete, correct, and port your data. To exercise any California privacy right, email [contact@lamarzco.com](mailto:contact@lamarzco.com) with subject: CALIFORNIA PRIVACY REQUEST.

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## 14. Australian Residents — Privacy Act 1988

If you are resident in Australia, La Marz & Co handles your personal information in accordance with the Australian Privacy Act 1988 and the Australian Privacy Principles (APPs). You have the right to access and correct your personal information. The relevant authority is the Office of the Australian Information Commissioner (OAIC) at [oaic.gov.au](https://oaic.gov.au).

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## 15. Canadian Residents — PIPEDA

If you are resident in Canada, La Marz & Co handles your personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy legislation. You have the right to access, correct, and withdraw consent to the collection of your personal information. The relevant authority is the Office of the Privacy Commissioner of Canada at [priv.gc.ca](https://priv.gc.ca).

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## 16. International Data Transfers

Some of our third-party service providers may be based outside the EEA or UK. We rely on those providers' own standard contractual terms and participation in applicable data transfer frameworks (such as the EU-US Data Privacy Framework for Google Analytics) for any international transfers of personal data.

Where we use service providers that process data outside the EEA, we ensure appropriate safeguards are in place including Standard Contractual Clauses (SCCs) approved by the European Commission. If you have concerns about specific transfers, please contact us at [contact@lamarzco.com](mailto:contact@lamarzco.com).

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## 17. Data Security Measures

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

- Access controls limiting who within La Marz & Co can view personal data
- Encrypted data transmission via HTTPS/TLS for all website communications
- Use of Whop's platform for order and payment handling, which maintains industry-standard security certifications
- Strong password practices and multi-factor authentication for all accounts with access to personal data
- Secure deletion of data that is no longer required

No internet transmission is 100% secure. In the event of a personal data breach, we will act in accordance with Section 10 above.

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## 18. Children's Privacy

Our services are directed exclusively at individuals aged 18 and over. We do not knowingly collect personal data from anyone under 18. If you believe we have inadvertently collected data from a minor, contact us immediately at [contact@lamarzco.com](mailto:contact@lamarzco.com) and we will delete it promptly.

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## 19. Automated Decision-Making & Profiling

La Marz & Co does not use automated decision-making or profiling that produces legal or similarly significant effects on individuals as defined under GDPR Article 22. No decisions about you are made solely by automated means.

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## 20. Force Majeure

La Marz & Co shall not be liable for failure to comply with data protection obligations where such failure results from a Force Majeure Event — including cyberattacks on our infrastructure, Whop platform outages, or acts of God. We will take all reasonable steps to mitigate the impact and fulfil our obligations as soon as practicable.

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## 21. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will post the updated policy on our website and, where we hold your email address, notify you directly with at least 14 days' advance notice. The 'Last Updated' date reflects the most recent revision.

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## 22. Contact & Data Requests

For all privacy-related queries, data subject requests, consent withdrawal, or data breach reports:

- Email: [contact@lamarzco.com](mailto:contact@lamarzco.com) — Subject: DATA REQUEST
- Website contact form: [lamarzco.com/contact](https://lamarzco.com/contact)
- Alternative: [whop.com/la-marz-co](https://whop.com/la-marz-co) — mark message: DATA REQUEST

For urgent data breach reports, mark your message: URGENT DATA BREACH.

We acknowledge all requests within 5 business days and respond in full within 30 days.