



Privacy Policy for Lemon Labz

Effective Date: 18.11.2024

Introduction

Lemon Labz ("we," "our," "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://lemonlabz.com>. Please read this policy carefully to understand our views and practices regarding your personal information and how we handle it.

By using our website or creating an account, you confirm that you are at least 13 years old and agree to the practices and policies outlined in this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use the site.

1. Legal Compliance

Lemon Labz complies with applicable privacy laws, including:

- **General Data Protection Regulation (GDPR):** For users located in the European Union (EU), we process your data in accordance with GDPR requirements, ensuring transparency, accountability, and your data rights.
- **California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):** For California residents, this Privacy Policy outlines your rights under CCPA and CPRA.
- **California Online Privacy Protection Act (CalOPPA):** Lemon Labz complies with CalOPPA, ensuring transparency about data collection practices for California users.
- **Children's Online Privacy Protection Act (COPPA):** We do not knowingly collect data from children under 13, as detailed in the Children's Privacy section below.

2. Information We Collect

We collect the following personal information from users:

- **Email Address**
- **First Name and Last Name**
- **Password**
- **Optional Social Media Profile Information (e.g., if you log in via Facebook or Google)**

We may also collect technical and usage data, including:

- **IP Address**
- **Browser Type**
- **Device Information**
- **Cookies and Tracking Data**

3. How We Use Your Information

We use the information we collect for the following purposes:

- To create and manage user accounts.
- To verify your account and reset passwords.
- To monitor and improve website functionality and performance.
- To comply with GDPR, CCPA, CPRA, and other applicable legal requirements.

4. Cookies and Tracking Technologies (Including Google Analytics, Hotjar, and Microsoft Clarity)

Lemon Labz uses cookies and similar technologies to:

- Monitor website traffic and user activity.
- Enhance user experience by analyzing how our services are used.

We use the following tools:

- **Google Analytics:** To collect anonymized information about how users interact with our website, such as pages visited, time spent on pages, device and browser type, and general geographic location (based on IP address). [Google's Privacy Policy](#).
- **Hotjar:** To analyze user behavior, such as clicks, scrolls, and engagement with website content, to better understand how users interact with our platform. Hotjar also provides heatmaps and session recordings. [Hotjar's Privacy Policy](#).
- **Microsoft Clarity:** To track user interactions, session recordings, and heatmaps, helping us optimize website usability and performance. [Microsoft Clarity's Privacy Policy](#).

You can manage your cookie preferences through your browser settings or opt out of specific tools through their opt-out mechanisms:

- Hotjar Opt-Out
- Google Analytics Opt-Out

5. Children's Privacy (COPPA Compliance)

Lemon Labz is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. By signing up, you confirm that you are at least 13 years old.

If we become aware that a user under the age of 13 has provided us with personal information, we will take steps to delete such information promptly. If you are a parent or guardian and believe your child under 13 has provided us with their personal information, please contact us at info@lemonlabz.com.

6. Communication with Users

We send emails to users only for account-related purposes, such as:

- Verifying your account.
- Resetting passwords.

We do not send marketing emails unless you explicitly opt-in to receive them.

7. Your Rights

Depending on your location, you may have specific rights under GDPR, CCPA/CPRA, or CalOPPA:

- **Access:** You can request details about the personal information we hold about you.
- **Correction:** You can request corrections to your personal data.
- **Deletion:** You can request that we delete your personal data.
- **Opt-Out:** California residents may opt-out of the sale of personal data as defined by CCPA.
- **Do Not Track (CalOPPA):** Lemon Labz does not currently respond to Do Not Track signals in your browser.

To exercise your rights, contact us at info@lemonlabz.com.

8. Data Protection and Retention

We store your data securely and take appropriate technical and organizational measures to protect your personal information from unauthorized access, alteration, or destruction. Your data is retained for as long as necessary to fulfill the purposes outlined in this Privacy Policy.

9. How to Contact Us

If you have questions or concerns about this Privacy Policy, you can contact us via:

- Email: info@lemonlabz.com

10. Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. Any changes will be effective immediately upon posting the updated policy on this page. We encourage you to review this Privacy Policy periodically.

11. No Sale of Personal Data

Lemon Labz does not sell your personal information to third parties. We only use your data as described in this Privacy Policy to provide and improve our services. If this policy changes in the future, we will notify you and obtain your explicit consent before selling any personal data.

12. Surveys and Feedback

We may invite you to participate in surveys or provide feedback to help us improve our services. Participation is completely voluntary. If you choose to provide feedback or complete a survey, we may collect the following information:

- Your responses to survey questions (e.g., education level, preferences, or opinions).
- Any additional information you voluntarily share.

We use Typeform, a third-party service, to host and manage our surveys. Typeform processes your survey responses on our behalf. To learn more about how Typeform handles your data, please review [Typeform's Privacy Policy](#).

Survey responses are not tied to your Lemon Labz account and are stored anonymously. We use this information to:

- Understand our users' needs and preferences.
- Improve the quality and relevance of our platform.
- Develop new features and services.

By completing a survey, you agree to the collection and processing of your responses as outlined in this Privacy Policy.