

Privacy Policy

Last updated: May 7, 2026 · This Privacy Policy explains how FORTUNA PRO collects, uses, stores, and protects personal information submitted through fortunapro.io and in the course of service delivery. FORTUNA PRO is committed to handling personal data responsibly and in compliance with applicable privacy laws, including the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR) where applicable, and the CAN-SPAM Act.

1. Who We Are

FORTUNA PRO is a digital growth agency and SaaS provider serving independent beauty professionals. We operate fortunapro.io and all associated services. For privacy-related inquiries, contact us at info@fortunapro.io.

2. Information We Collect

2.1 Information You Provide Directly

When you submit a form, book a strategy call, or enter into a service agreement, we may collect:

- Full name and business name
- Email address and phone number
- Business type, specialty, and location (city/state)
- Social media handles and platform links
- Payment information (processed and stored securely by Stripe; FORTUNA PRO does not store card data)
- Business goals, challenges, and information shared in strategy calls

2.2 Information Collected Automatically

When you visit fortunapro.io, we may automatically collect:

- IP address and approximate geographic location (country/city level)
- Browser type, device type, and operating system
- Pages visited, time on site, and navigation paths
- Referral source (how you found our website)
- Conversion events (form submissions, button clicks)

This data is collected through analytics tools (such as Google Analytics and Meta Pixel, once configured) and standard web server logging. Where applicable, cookie consent banners will be implemented in accordance with applicable law.

2.3 Information from Third Parties

If you connect third-party accounts (e.g., Instagram Business, Google Business Profile, Facebook Page) as part of service delivery, we may access business performance data, content, audience insights, and messaging metrics associated with those accounts. We access only the permissions necessary to deliver contracted services.

3. How We Use Your Information

FORTUNA PRO uses personal information for the following purposes:

Purpose	Description
Service delivery	Onboarding, account setup, system configuration, campaign management
Communication	Strategy calls, project updates, performance reports, support
Billing	Invoice generation, payment processing, subscription management
Lead qualification	Reviewing inquiry forms to determine service fit
Marketing (yours)	Delivering social, email, and ad campaigns on your behalf
Marketing (ours)	Sending educational content and service updates to subscribers
Analytics	Understanding website performance and improving lead flow
Legal compliance	Maintaining records required by applicable law
Fraud prevention	Detecting and preventing unauthorized access or fraudulent activity

4. Legal Basis for Processing (GDPR)

For users in the European Economic Area (EEA) or United Kingdom, FORTUNA PRO processes personal data under the following legal bases:

- Contract performance: processing necessary to deliver services under a signed agreement
- Legitimate interests: analytics, security, and business improvement activities that do not override your rights
- Consent: email marketing, retargeting pixels, and non-essential cookies, where required
- Legal obligation: tax records, legal correspondence, and regulatory compliance

Where consent is the legal basis, you may withdraw consent at any time by contacting info@fortunapro.io or using the unsubscribe link in any email communication.

5. Information Sharing and Disclosure

FORTUNA PRO does not sell, rent, or trade personal information to third parties for their own marketing purposes. Information may be shared in the following limited circumstances:

- Service providers: Stripe (payments), HubSpot (CRM), Twilio (SMS/WhatsApp), MailerLite (email), Google Workspace, and other tools necessary to operate our business. All providers are contractually obligated to protect your data.
- Legal compliance: when required by applicable law, court order, or governmental authority
- Business transfer: in the event of a merger, acquisition, or asset sale, personal data may be transferred to the acquiring entity, subject to equivalent privacy protections
- With your consent: for testimonials, case studies, or co-marketing activities where you have explicitly agreed

We will never share client business strategy, financial data, or performance metrics with third parties without your written authorization.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this Policy, or as required by applicable law. Specific retention periods:

Data Type	Retention Period
Client records and contracts	7 years (legal and tax compliance)
Payment and billing records	7 years (IRS and financial regulations)
Inquiry/application forms	24 months from submission
Email marketing records	Until unsubscribe + 12 months
Website analytics data	26 months (Google Analytics default)
Social/ad account access tokens	Duration of engagement + 30 days

Upon written request, and subject to legal retention requirements, FORTUNA PRO will delete or anonymize your personal data. See Section 9 for how to submit a deletion request.

7. Cookies and Tracking Technologies

FORTUNA PRO's website may use the following types of cookies and tracking technologies:

Type	Purpose	Examples
Essential	Website functionality, form submissions, security	Session cookies, CSRF tokens
Analytics	Traffic analysis, page performance, user behavior	Google Analytics 4
Advertising	Ad conversion tracking, retargeting audiences	Meta Pixel, Google Ads tag
Preferences	Language, region, and display settings	Preference cookies

Non-essential cookies (analytics, advertising) will only be activated following your consent where required by law. You may manage or withdraw cookie consent at any time through your browser settings or any consent management interface on the website.

8. Data Security

FORTUNA PRO implements commercially reasonable technical and organizational safeguards to protect personal information against unauthorized access, disclosure, alteration, or destruction. Measures include:

- SSL/TLS encryption for all website data transmission
- Access controls limiting data to authorized personnel only
- Payment processing exclusively through PCI-compliant Stripe infrastructure
- Regular review of third-party service provider security practices

No data transmission over the internet or electronic storage system is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. In the event of a data breach affecting your rights, we will notify affected individuals as required by applicable law.

9. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights with respect to your personal information:

Right	Description
Access	Request a copy of the personal data we hold about you
Correction	Request correction of inaccurate or incomplete data
Deletion	Request deletion of your personal data (subject to legal holds)
Portability	Receive your data in a structured, machine-readable format

Right	Description
Restriction	Request limitation of processing in certain circumstances
Objection	Object to processing based on legitimate interests
Opt-out (CCPA)	Opt out of sale of personal information (we do not sell data)
Withdraw consent	Withdraw consent for marketing or non-essential cookies at any time

To exercise any of these rights, submit a written request to info@fortunapro.io with the subject line 'Privacy Request — [Right Type].' We will respond within thirty (30) days. We may need to verify your identity before processing the request.

10. Children's Privacy

FORTUNA PRO's services are intended solely for adults operating or intending to operate a business. We do not knowingly collect personal information from individuals under the age of 18. If we learn that we have collected information from a minor, we will promptly delete it. If you believe a minor has submitted information through our website, contact us at info@fortunapro.io.

11. Marketing Communications

By submitting an inquiry or signing up for any FORTUNA PRO communication list, you consent to receive relevant marketing and educational content via email or WhatsApp. All marketing messages will include a clear opt-out mechanism. You may unsubscribe at any time by:

- Clicking the 'Unsubscribe' link at the bottom of any email
- Replying 'STOP' to any WhatsApp business message
- Emailing info@fortunapro.io with 'Unsubscribe' in the subject line

Transactional communications related to your active service agreement (billing, project updates, onboarding) are not subject to opt-out and will continue while your subscription is active.

12. International Data Transfers

FORTUNA PRO is based in the United States. If you are accessing our website or services from outside the U.S., your information will be transferred to and processed in the United States. By using our services, you consent to this transfer. Where required by applicable law (e.g., GDPR), we implement appropriate safeguards such as Standard Contractual Clauses for cross-border data transfers.

13. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will post a notice on the website and update the 'Last updated' date at the top of this document. Where required by law, we will obtain renewed consent.

We encourage you to review this Policy periodically. Continued use of our website or services after the effective date of any update constitutes your acceptance of the revised Policy.

14. Contact for Privacy Questions

For any questions, concerns, or requests related to this Privacy Policy or your personal data, contact:

Contact	Details
Email	info@fortunapro.io
Website	fortunapro.io
Subject line	Privacy Request — [Topic]
Response time	Within 30 calendar days

This document was drafted as a working template by FORTUNA PRO with the assistance of Cristhyan A. (contracted strategist) and should be reviewed by a licensed attorney before final publication, particularly for GDPR compliance if clients are located in the European Union.