

Data Protection and Privacy Policy

Issued by Just Dawn Love, LLC | Version 1.0 | Effective September 15, 2026 | Policy owner: Dawn Love, CEO/Founder

1. Introduction and purpose

This policy explains what personal information The DawnLoveAI Institute collects, why, how we keep it confidential, who we share it with, how long we keep it, and the rights you have. It applies to our website, dawnloveai.com, and to everything we do when you enquire about, enroll in or complete one of our programs, face to face or online. Our programs are for adults. We do not knowingly collect information from anyone under 18.

2. Who we are

The DawnLoveAI Institute is operated by Just Dawn Love, LLC, a limited liability company based in Georgia, United States. We provide practical AI training for working professionals. Just Dawn Love, LLC is the controller of your personal information, which means we decide how and why it is used and are responsible for it. Dawn Love, CEO/Founder, is the person responsible for data protection. Contact: dawn@dawnloveai.com.

3. Our promise on confidentiality

- We never sell, rent or give away your personal information, including your email address, to any other organization for its own use.
- We share information only with the service providers listed in Section 8, and only so that they can provide a service to us.
- We will ask for your explicit permission before using your name, words, image or work in a testimonial, case study or social media post.
- We do not enter learners' personal or confidential information into AI tools. Learners are taught, from Session 1, not to enter personal, confidential or employer information into AI tools during the program.
- If an employer or partner pays for your place, we tell them only whether you attended and whether you completed, unless you agree to more.

4. The information we collect

- **Identity and contact:** name, email address, phone number, city and state or country, employer and job title if you give them.
- **Enrollment and learning records:** the program and cohort you joined, your learner pathway, attendance, Skills Check and capstone results, instructor feedback, and the certificate issued to you.
- **Payment records:** what you paid, when, and any refund. Card details are handled by our payment processor. We do not see or store full card numbers.
- **Communications:** emails and messages between us, feedback survey responses, and any complaint or refund request.
- **Access needs:** anything you choose to tell us about a disability or health condition so that we can make adjustments. This is sensitive information and has extra protection (see Sections 9 and 10).
- **Marketing preferences:** whether you have asked to receive, or opted out of, our emails.

- **Website data:** technical information such as browser type and pages visited, collected through cookies or similar tools where these are in use.

We collect this directly from you, from your employer or sponsor if they enroll you, and automatically from your use of our website. If you choose not to give information we need in order to enroll you, we may not be able to offer you a place.

5. How we use your information

Purpose	Type of information	Lawful basis
To answer your enquiry and enroll you	Identity and contact	Steps taken at your request before a contract; performance of a contract
To deliver the program, record attendance, assess your work and give feedback	Identity and contact; learning records	Performance of a contract
To issue your certificate and confirm it later if you or an employer asks	Identity; learning records	Performance of a contract; our legitimate interest in keeping accurate award records
To take payment and make refunds	Identity and contact; payment records	Performance of a contract; legal obligation (tax and accounting)
To make reasonable adjustments	Access needs	Your explicit consent
To handle complaints and refund requests	Identity and contact; communications	Performance of a contract; our legitimate interest in resolving disputes fairly
To ask for feedback and improve our programs	Contact; survey responses	Our legitimate interest in improving quality
To report to the CPD Standards Office, which may ask to see attendance, feedback and completion records	Learning records; survey responses, with names removed wherever possible	Our legitimate interest in maintaining accreditation
To send news and offers	Contact; marketing preferences	Your consent, which you can withdraw at any time

We will use your information only for the purposes above. If we need to use it for an unrelated purpose, we will tell you first and explain the basis for doing so.

6. Marketing, opting out and cookies

You will receive marketing emails from us only if you have asked for them or have given us your details for that purpose. Every marketing email has an unsubscribe link, and you can also opt out by emailing dawn@dawnloveai.com. Opting out of marketing does not stop the emails you need as an enrolled learner, such as joining instructions. You can set your browser to refuse cookies. Some parts of the website may not work fully if you do.

7. Links to other sites

Our website and program materials link to other sites, including the AI tools used in the program. Those sites have their own privacy policies, and we are not responsible for how they handle your information. We encourage you to read them before creating an account.

8. Who we share information with

- **Service providers** that host or process information for us: our website host, email and email-marketing platform, virtual classroom platform, payment processor, cloud file storage, survey tool and accountant. They may use your information only to provide their service to us.
- **People who work with us** under a signed confidentiality commitment: any assistant who helps administer our email list or records, and our Board Advisors, who see personal information only where they need it to review a complaint or appeal.
- **Host organizations** for face-to-face cohorts receive a list of attendee names for building access and safety.
- **The CPD Standards Office**, as described in Section 5.
- **Authorities**, where the law requires it.

We have no group companies that receive your information.

9. International transfers

We are based in the United States, and our service providers store information in the United States and other countries. If you live in the United Kingdom or the European Economic Area, your information will therefore be transferred outside your home country. Where that happens we rely on providers that offer recognized safeguards, such as approved data protection clauses or participation in the Data Privacy Framework.

10. How we keep information secure

- Access is limited to Dawn Love and to named people who need it for their role and have signed a confidentiality commitment.
- Every account that holds personal information has a strong, unique password, with two-step verification where the provider offers it.
- Learner records are kept in password-protected cloud storage, not on shared or public devices, and devices used for work lock automatically.
- Emails to a group of learners are sent so that learners cannot see one another's addresses, unless the group has agreed to share them.
- Access-needs information is kept separately from general records and seen only by Dawn Love.
- Paper records, such as sign-in sheets from face-to-face sessions, are scanned to secure storage and the paper is shredded within 14 days.

If personal information is lost, stolen or seen by someone who should not see it, we will act at once to contain it, record what happened, tell the people affected without undue delay where there is a risk to them, and notify any regulator where the law requires it, within 72 hours where UK or EU law applies.

11. How long we keep information

Type of record	How long we keep it
Enquiries that do not lead to enrollment	12 months after last contact
Attendance, assessment and certificate records	7 years after the program ends, so that we can confirm your certificate
Payment and refund records	7 years, for tax and accounting

Complaints and refund requests	3 years after the matter is closed
Access-needs information	Deleted within 90 days of the end of your cohort, unless you ask us to keep it
Marketing contact details	Until you unsubscribe, then kept only on a do-not-contact list
Feedback survey responses	Kept with names removed once the cohort review is complete

12. Your rights

Wherever you live, you may ask us to: give you a copy of the information we hold about you; correct anything that is wrong; delete information we no longer need; stop or restrict a particular use, including all marketing; send your information to you or to someone else in a commonly used format; and withdraw any consent you have given. There is normally no fee. We may need to confirm your identity first. We will reply within 30 days, and will tell you if a complex request needs longer. To use any of these rights, email dawn@dawnloveai.com.

If you are unhappy with how we have handled your information, please tell us first so that we can put it right, or use our Complaints Policy and Procedure. You may also complain to the data protection regulator where you live. In the United Kingdom this is the Information Commissioner's Office (ico.org.uk).

13. Relevant law

Just Dawn Love, LLC is based in Georgia, United States, and follows the United States laws that apply to it, including Section 5 of the Federal Trade Commission Act, the CAN-SPAM Act of 2003 and applicable state privacy and data breach notification laws. As a provider accredited in the United Kingdom, we use the UK General Data Protection Regulation and the Data Protection Act 2018, and their data protection principles, as our benchmark for every learner, and we apply the EU General Data Protection Regulation to learners in the European Economic Area.

14. Changes and review

This policy is published at dawnloveai.com. We review it before each new cohort and at least once a year. If we make a change that affects you, we will post it on the website and, where appropriate, email you.

Glossary

- **Performance of a contract:** using your information because we need it to provide the program you enrolled in, or to take steps you asked for before enrolling.
- **Legitimate interest:** using your information for a sound business reason, after checking that doing so does not unfairly affect you.
- **Legal obligation:** using your information because a law requires us to.
- **Consent:** using your information because you have clearly agreed. You can withdraw consent at any time.

Approved and signed by the head of the organization

Signature		Date	
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Dawn Love, CEO/Founder, Just Dawn Love, LLC (The DawnLoveAI Institute) Date approved: September 18, 2026 Next review due: September 15, 2027