

# Privacy Policy

**Effective Date: August 21, 2026**

The OOPS Factor respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how information may be collected, used, and protected when you visit TheOOPSFactor.com, subscribe to communications, purchase products, register for services, or otherwise interact with The OOPS Factor.

## Information We Collect

We may collect information that you voluntarily provide, including your name, email address, telephone number, mailing address, and other information submitted through forms, purchases, registrations, subscriptions, or communications with us.

We may also collect general information about how visitors interact with our website through cookies, analytics tools, and similar technologies.

## How We Use Your Information

Information collected may be used to:

- Provide requested products, services, resources, or information.
- Communicate with you about The OOPS Factor, including books, podcasts, events, speaking engagements, resources, and related content.
- Send email or text message communications when you have chosen to receive them.
- Respond to questions or requests.
- Improve our website, content, products, and services.
- Meet applicable legal and regulatory requirements.

## SMS/Text Messaging Privacy

If you choose to receive text messages from The OOPS Factor, we may use the mobile telephone number you provide to send communications related to The OOPS Factor, including updates, resources, announcements, and promotional messages.

**SMS consent and mobile telephone information will not be sold, rented, or shared with third parties or affiliates for their marketing or promotional purposes.**

Message frequency may vary. Message and data rates may apply. You may opt out of text messages at any time by replying **STOP**. You may reply **HELP** for assistance.

Opting out of text messages will not prevent you from receiving other communications for which you have separately provided consent.

## **Sharing of Information**

We do not sell or rent your personal information. We may use trusted service providers to help operate our website, communications, payment processing, marketing systems, and other business functions. These providers may access information only as necessary to perform services on our behalf and subject to applicable privacy requirements.

We may also disclose information when required by law or when reasonably necessary to protect our legal rights, safety, or property.

## **Cookies and Analytics**

TheOOPSFactor.com may use cookies and similar technologies to improve website functionality, understand website usage, and evaluate the effectiveness of our communications and marketing activities. Your browser may allow you to control or disable certain cookies.

## **Third-Party Links**

Our website may contain links to third-party websites or services, including booksellers, podcast platforms, social media platforms, and payment providers. The OOPS Factor is not responsible for the privacy practices or content of third-party websites.

## **Your Choices**

You may unsubscribe from marketing emails using the unsubscribe option included in those communications. You may opt out of SMS communications by replying **STOP** to a text message.

You may also contact us to request that we update or delete personal information we maintain about you, subject to applicable legal and business recordkeeping requirements.

## **Security**

We take reasonable measures to protect personal information. However, no method of electronic transmission or storage can be guaranteed to be completely secure.

## **Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated effective date.

## **Contact Us**

If you have questions about this Privacy Policy or how your information is handled, please contact us through **TheOOPSFactor.com**.

**The OOPS Factor**

A brand of Shelta Richardson, LLC