

# Privacy Policy

*Effective date: May 22, 2026*

## 1. Who we are

This Privacy Policy explains how Damaria Advisory Group Inc., operator of the website dancordon.com (the "Site") and the products sold through it, collects, uses, and discloses personal information. References to "we," "us," and "our" mean the operator named above.

Questions about this policy or about personal information can be directed to [info@damaria.co](mailto:info@damaria.co).

## 2. Information we collect

We collect the following categories of information:

### Information provided directly

- Name and email address, when an individual creates an account, places an order, subscribes to email updates, or contacts us.
- Billing and, where applicable, shipping details required to complete a purchase.
- Order history and the digital products purchased.
- Any information included in messages sent to us through forms or email.

### Information collected automatically

- Device and connection data such as IP address, browser type, and operating system.
- Usage data such as pages viewed, links clicked, and time spent on the Site.
- Information collected through cookies and similar technologies (see Section 4).

### Information from third parties

- Transaction confirmations and limited billing data from our payment processor. Full card numbers are handled by the processor and are not stored by us.
- Aggregate analytics provided by our website and analytics providers.

## 3. How we use information

- To process orders, deliver digital products, and provide customer support.
- To create and manage customer accounts.
- To send transactional messages such as order confirmations and access links.
- To send marketing and educational email to individuals who have opted in, and to honor opt-out requests.
- To operate, secure, and improve the Site and our products.
- To comply with legal obligations and enforce our terms.

## 4. Cookies and tracking technologies

The Site uses cookies and similar technologies. Essential cookies are required for the Site and checkout to function. Analytics cookies help us understand how the Site is used. Marketing cookies, where used, support advertising and measurement.

A cookie banner allows visitors to accept or decline non-essential cookies, and consent is recorded. Cookie preferences can also be managed through browser settings. Declining non-essential cookies will not affect access to essential Site functions.

## **5. How we share information**

We do not sell personal information for money. We share personal information only as described below:

- Service providers that operate the Site and our business, including our website platform and host (Wix), our payment processor, our email marketing platform, and our accounting and invoicing provider. These providers may use the information only to perform services for us.
- Legal and safety disclosures required by law, legal process, or to protect rights, property, or safety.
- Business transfers, in connection with a merger, acquisition, or sale of assets, subject to this policy.

Where the use of advertising or analytics cookies is treated as a "sale" or "sharing" of personal information under certain state laws, individuals may opt out as described in Section 9 and through the cookie banner.

## **6. Email and marketing communications**

Marketing email is sent only to individuals who have opted in. Every marketing message includes an unsubscribe link, and the sender's physical mailing address is included as required by the United States CAN-SPAM Act. Unsubscribing stops marketing email but not essential transactional messages related to a purchase.

## **7. Data retention**

Personal information is retained for as long as needed to provide products and services, maintain records of transactions, comply with legal and tax obligations, and resolve disputes. When information is no longer needed, it is deleted or anonymized.

## **8. Data security**

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. Payment transactions are processed over encrypted connections by our payment processor. No method of transmission or storage is completely secure, and absolute security cannot be guaranteed.

## **9. Privacy rights for United States residents**

Depending on the state in which an individual resides, United States privacy laws may grant the following rights regarding personal information. As of 2026, comprehensive consumer privacy laws are in effect in twenty states, including California, Colorado, Connecticut, Texas, Virginia, and others. The specific rights and how they apply depend on the individual's state of residence.

- The right to know and access the personal information we hold.
- The right to correct inaccurate personal information.
- The right to request deletion of personal information.
- The right to obtain a portable copy of personal information.

- The right to opt out of the sale or sharing of personal information and of targeted advertising.
- The right to opt out of profiling that produces legal or similarly significant effects.
- The right not to be discriminated against for exercising these rights.

To exercise these rights, contact us at [info@damaria.co](mailto:info@damaria.co). We will verify the request and respond within the timeframe required by applicable law. An authorized agent may submit a request with proof of authorization. Where a request is denied, the individual may appeal by replying to our response.

## **10. Privacy rights in the EEA and the United Kingdom**

For individuals in the European Economic Area or the United Kingdom, we process personal data on the legal bases of performance of a contract, consent, legitimate interests, and legal obligation, as applicable. These individuals have the following rights:

- The right of access to personal data we hold.
- The right to rectification of inaccurate or incomplete data.
- The right to erasure (the right to be forgotten).
- The right to restrict or object to processing.
- The right to data portability.
- The right to withdraw consent at any time, where processing is based on consent.
- The right to lodge a complaint with a supervisory authority.

Personal data may be transferred to and processed in the United States. Where required, transfers rely on appropriate safeguards such as standard contractual clauses.

## **11. Children's privacy**

The Site is intended for adults and is not directed to children. We do not knowingly collect personal information from children under 13 in the United States, or under 16 in the EEA. If such information is identified, it will be deleted.

## **12. Third-party links**

The Site may link to third-party websites and services. We are not responsible for the privacy practices of those third parties, and individuals should review their policies.

## **13. Changes to this policy**

This policy may be updated from time to time. The effective date above will be revised when changes are made, and material changes will be communicated where appropriate.

## **14. Contact**

Damaria Advisory Group Inc.

[BUSINESS MAILING ADDRESS]

[info@damaria.co](mailto:info@damaria.co)

# Terms of Use

*Effective date: May 22, 2026*

## 1. Acceptance of these terms

These Terms of Use govern access to and use of dancordon.com (the "Site") and any products purchased through it. By using the Site or placing an order, the user agrees to these terms. Anyone who does not agree should not use the Site.

## 2. About the Site

The Site is operated by Damaría Advisory Group Inc. The Site sells digital products and educational materials authored by Dan Cordon and licensed through the Damaría Advisory Group ecosystem.

## 3. Eligibility

Use of the Site and purchases are intended for individuals who are at least 18 years old and able to form a binding contract.

## 4. Digital products and license

Products sold on the Site are digital materials delivered electronically. Upon purchase, the customer receives a limited, personal, non-exclusive, non-transferable license to access and use the materials for the customer's own use. Reselling, redistributing, publishing, or sharing the materials, in whole or in part, is not permitted without written permission. All materials remain the intellectual property of their owner.

## 5. Orders, pricing, and payment

Prices are shown on the Site and may change. Applicable taxes may be added. Payment is processed by our payment processor at checkout. An order is accepted when payment is confirmed and access or delivery is provided. We may refuse or cancel an order, for example in the case of a pricing error or suspected fraud.

## 6. Refunds

Refunds are governed by the Refund Policy, which is incorporated into these terms.

## 7. Intellectual property

All content on the Site, including text, graphics, logos, and digital products, is owned by or licensed to the operator and is protected by intellectual property laws. The names, marks, and brand elements used on the Site may not be used without written permission. No rights are granted except the limited license described in Section 4.

## 8. Acceptable use

Users agree not to misuse the Site, including by attempting to gain unauthorized access, interfering with its operation, scraping or copying content at scale, or using it for any unlawful purpose.

## **9. Submissions**

Any feedback, questions, or other material submitted through the Site may be used to operate and improve the products and services, and the user confirms they have the right to submit it.

## **10. Educational nature; no professional advice**

The products and content are educational and informational. They do not constitute legal, financial, tax, accounting, or other professional advice, and they do not create a professional or advisory relationship. Customers should consult qualified professionals before acting on the materials. Results vary and are not guaranteed.

## **11. Disclaimers**

The Site and products are provided on an "as is" and "as available" basis, without warranties of any kind, whether express or implied, to the fullest extent permitted by law.

## **12. Limitation of liability**

To the fullest extent permitted by law, the operator is not liable for indirect, incidental, special, consequential, or punitive damages, or for lost profits or data, arising from use of the Site or products. Total liability for any claim is limited to the amount paid for the product giving rise to the claim.

## **13. Indemnification**

Users agree to indemnify and hold harmless the operator from claims arising out of their misuse of the Site or violation of these terms.

## **14. Governing law and disputes**

These terms are governed by the laws of the State of North Carolina, without regard to conflict-of-law rules. Disputes will be handled in the courts located in that state, unless applicable law provides otherwise.

## **15. Changes to these terms**

These terms may be updated from time to time. Continued use of the Site after changes take effect constitutes acceptance of the updated terms.

## **16. Contact**

Damaria Advisory Group Inc.

[BUSINESS MAILING ADDRESS]

info@damaria.co

# Refund Policy

*Effective date: May 22, 2026*

## 1. Overview

The products sold on dancordon.com are digital goods delivered electronically. Because access is granted immediately upon purchase, this policy explains when refunds are and are not available.

## 2. Digital products

All sales of digital products are final once the product has been accessed or downloaded, except in the limited cases described below. This is standard practice for digital goods, which cannot be returned once delivered.

## 3. When a refund is available

- The product file is defective, corrupted, or cannot be accessed, and we are unable to resolve the issue.
- A duplicate charge or billing error has occurred.
- The product purchased is materially not as described.

Refund requests should be sent to [info@damaria.co](mailto:info@damaria.co) within 14 days of purchase, with the order number and a description of the issue. Approved refunds are returned to the original payment method.

## 4. What is not refundable

Change of mind after a product has been accessed or downloaded, or failure to use a product, does not qualify for a refund.

## 5. EEA and United Kingdom consumers

Consumers in the EEA and the United Kingdom may have a statutory right to withdraw from a purchase within a set period. For digital content delivered immediately, that right ends once delivery begins with the consumer's agreement and acknowledgement that the right is lost. Checkout will request this acknowledgement where required.

## 6. Contact

[info@damaria.co](mailto:info@damaria.co)

# Accessibility Statement

*Effective date: May 22, 2026*

## 1. Our commitment

We are committed to making dancordon.com accessible to the widest possible audience, including people who use assistive technologies, regardless of ability.

## 2. Conformance status

We aim to conform to the Web Content Accessibility Guidelines (WCAG) version 2.1 / 2.2 at Level AA. The Site is currently working toward full conformance and is partially conformant, meaning some content may not yet fully meet the standard.

## 3. Measures we take

- Running the website platform's accessibility tools to detect and resolve issues.
- Providing descriptive alternative text for meaningful images.
- Maintaining sufficient color contrast between text and background.
- Using a logical heading structure and descriptive link text.
- Supporting keyboard navigation and visible focus indicators.
- Labeling form fields so they can be understood with assistive technology.

## 4. Known limitations

Some content provided by third-party tools or embedded services may not be fully accessible and is outside our direct control. We work to identify and address such issues as they are found.

## 5. Feedback

We welcome feedback on the accessibility of dancordon.com. Anyone who encounters a barrier can contact us at [info@damaria.co](mailto:info@damaria.co) and we will respond within 5 business days. We will make reasonable efforts to provide the information or function in an accessible way.

## 6. Date

This statement was prepared on May 22, 2026 and will be reviewed periodically.