

Privacy Policy

Xclerist™

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This Privacy Policy explains how Xclerist LLC (“Xclerist,” “we,” “us”) collects, uses, and shares information about you when you visit our website, create an account, and use the Xclerist membership service (the “Service”). Xclerist is a life-planning membership: you share details about your life across ten domains, and we build and maintain a personalized Life Plan and, where you choose, help connect you with other people through our network. Because that means you entrust us with unusually personal information, we try to explain our practices plainly.

Xclerist is intended for United States residents who are 18 or older. The Service is not directed to anyone under 18.

1. Information we collect

Information you provide to us

Account information. When you create an account, we collect your name, email address, a password, and your date of birth or age confirmation (used to verify you are 18 or older).

Life-plan information. To build your Life Plan, you voluntarily provide information across ten life domains — Career, Financial, Education, Relationships, Family, Health, Housing, Community, Experience, and Legacy. This can include sensitive information, such as details about your health, finances, family, and relationships. You decide what to share, and you can update or remove your life details at any time.

Payment information. If you subscribe to a paid tier, our payment processor, Stripe, collects and processes your payment card details. We do not receive or store your full card number; we receive limited billing confirmation information from Stripe.

Communications. If you contact us, we keep your messages and our responses.

Information we collect automatically

Usage and device data. When you use the Service, we automatically collect information such as your device type, browser, IP address, pages viewed, and how you interact with the Service.

Cookies and similar technologies. We and our providers use cookies and similar technologies for functionality, analytics, and advertising. We use analytics tools (for example, Google Analytics) to understand how the Service is used, and advertising technologies (for example, the Meta Pixel and Google Ads tags) to measure and deliver marketing. See “Cookies and tracking” and “Your choices” below for how to control these.

2. How we use your information

We use the information we collect to:

Provide the Service. Build, maintain, and periodically regenerate your Life Plan, operate your dashboard, timelines, and milestones, and provide member support.

Operate the network. Identify potential introductions and opportunities that fit your goals, and — only with your involvement, as described below — facilitate connections with other members.

Improve our Service. Analyze usage and content to maintain, secure, and improve Xclerist, including improving the models and systems that power your Life Plan. We use member information internally for this purpose; we do not sell your information, and we do not share your personal information with third parties to train their own models.

Communicate with you. Send you service messages, respond to inquiries, and — where permitted — send marketing about Xclerist, which you can opt out of.

Billing. Process payments and manage subscriptions through Stripe.

Safety, security, and legal. Protect the Service and our members, prevent misuse, and comply with law.

3. The network and member-to-member sharing

A core part of Xclerist is helping members connect. We want to be clear about how this works, because it involves sharing information with other people:

We do not reveal your personal information to another member without your involvement. When our system identifies a potential match, a member of our team reviews it, and both people are shown a short description of the proposed introduction and why it is being suggested. An introduction only proceeds, and identifying contact information is only shared, after both people approve it. You are never obligated to accept an introduction, and you can decline or stop participating at any time.

4. How we share information

We share information only as described here. We do not sell your personal information for money.

Service providers. We share information with vendors who help us run the Service — for example, Supabase, which provides our hosting and database infrastructure; Stripe for payments; email delivery providers; and analytics and advertising providers — who may process it only to provide services to us.

Other members. Only through the consent-based introduction process described above.

Advertising partners. Our advertising technologies may share certain online identifiers and activity (such as cookie or device identifiers and pages visited) with advertising platforms to measure and deliver marketing. Under some U.S. state privacy laws this may be considered “sharing” or a “sale.” You can opt out as described in “Your choices.”

Legal and safety. We may disclose information if required by law or to protect the rights, safety, or property of Xclerist, our members, or others.

Business transfers. If Xclerist is involved in a merger, acquisition, or sale of assets, information may be transferred as part of that transaction; we will notify you of any change in ownership or use of your information.

5. Cookies and tracking

We use strictly necessary cookies to operate the Service, and — with the controls described below — analytics and advertising cookies and tags. You can manage cookies through your browser settings, and you can opt out of many advertising cookies through industry tools such as the Digital Advertising Alliance opt-out page and your device’s ad settings. A cookie consent banner is active on xclerist.com allowing you to opt-out.

6. Data retention

We keep your information for as long as your account is active and as needed to provide the Service. You can delete your account at any time in your account settings. After you delete your account, we retain your personal information for five (5) years, after which we delete or de-identify it, except where we are required or permitted by law to retain it longer (for example, to comply with legal obligations, resolve disputes, or enforce our agreements).

7. Security

We take reasonable measures to protect your information, described further on our Security page. No method of transmission or storage is completely secure, so we cannot guarantee absolute security.

8. Your choices and rights

Access and update. You can review and update your account and life-plan information at any time in the Service.

Deletion. You can delete your account at any time in your account settings on the Xclerist platform. After deletion, we retain your information only for the period described in “Data retention” above.

Marketing. You can opt out of marketing emails using the unsubscribe link in those messages.

Advertising. You can opt out of advertising cookies and cross-context behavioral advertising using your browser controls, your device ad settings, and industry opt-out tools.

California residents. If you are a California resident, you may have rights to know, access, correct, and delete your personal information, and to opt out of the “sale” or “sharing” of personal information as those terms are defined under California law. We do not sell your personal information for money, but our use of advertising technologies may constitute “sharing.” To exercise these rights, or to opt out, contact us at preston@xclerist.com. We will not discriminate against you for exercising your rights.

9. Children

The Service is for adults 18 and older. We do not knowingly collect personal information from anyone under 18. If we learn that we have collected information from someone under 18, we will delete it.

10. Changes to this policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by posting the updated policy with a new effective date and, where appropriate, by other means.

11. Contact us

Questions or requests about this policy or your information: preston@xclerist.com, or Xclerist LLC, 11738 W Quintale Dr, Nampa, Idaho 83686-8190.

This is a first draft prepared for your review and is not legal advice. Given the sensitivity of the data Xclerist handles, have a licensed attorney review and confirm it before publishing. Bracketed items are placeholders to fill in or confirm.