

PRIVACY POLICY

Last updated: July 29, 2026

This Privacy Policy ("Policy") describes how Jorge Duran ("Jorge Duran," "we," "us," or "our"), a UGC (User-Generated Content) creator and content strategist operating out of the State of Florida, United States, collects, uses, discloses, and protects information obtained through the website jorgedurant.com (the "Site").

This Policy should be read together with our Terms and Conditions, which govern the general use of the Site. By using the Site, you agree to the practices described in this Policy.

1. Information We Collect

We collect information in the following ways:

- Information you provide directly: when you use the contact form or email us at hello@jorgedurant.com, we collect the information you choose to share — typically your name, email address, brand or company name, and the content of your message.
- Information collected automatically: like most websites, the Site may automatically collect certain technical information when you visit, such as your IP address, browser type, device type, operating system, referring website, pages viewed, and the date and time of your visit. This is typically collected through cookies, log files, and similar technologies, and may involve analytics tools (for example, Google Analytics) or advertising pixels (for example, Meta Pixel) used to understand traffic and measure the performance of campaigns.
- Information from third-party platforms: if you interact with us through Instagram, TikTok, or Amazon (our storefront), those platforms may share limited information with us in accordance with their own privacy policies, over which we have no control.

2. Cookies and Similar Technologies

The Site may use cookies and similar tracking technologies to operate correctly, remember preferences, and analyze traffic. You can control or disable cookies through your browser settings; however, doing so may affect certain features of the Site. We do not currently display a cookie consent banner, but we will add one if required by applicable law or if the Site's tracking practices change.

3. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and evaluate potential brand collaborations or content projects.
- Operate, maintain, and improve the Site's content, layout, and performance.
- Understand how visitors use the Site through aggregated analytics.
- Communicate with you about your inquiry, project, or ongoing collaboration.

- Comply with legal obligations and enforce our Terms and Conditions.

We do not use the information collected through the Site to make automated decisions that produce legal or similarly significant effects concerning you.

4. How We Share Your Information

We do not sell your personal information. We may share information with:

- Service providers who support the operation of the Site or our business (for example, website hosting, email providers, or analytics providers), who are only permitted to use your information to perform services on our behalf.
- Brands or clients, only when you have submitted an inquiry specifically intended for a potential collaboration and sharing is necessary to evaluate or fulfill that request.
- Legal authorities, when required to comply with applicable law, a court order, or to protect our rights, property, or safety, or that of others.
- A successor entity, in the event of a merger, acquisition, or sale of business assets, subject to the same privacy commitments described here.

5. Affiliate Links and Third-Party Sites

The Site includes a link to an Amazon storefront, which may be an affiliate link. Amazon and other third-party platforms linked from the Site (Instagram, TikTok) have their own privacy policies and data practices, which are not controlled by Jorge Duran. We encourage you to review the privacy policies of any third-party site or platform you visit through links on the Site.

6. Data Retention

We retain the personal information you submit through the contact form for as long as necessary to respond to your inquiry, manage an ongoing or potential collaboration, and comply with our legal, accounting, or recordkeeping obligations. When information is no longer needed for these purposes, we take reasonable steps to delete or anonymize it.

7. Data Security

We implement reasonable administrative, technical, and organizational measures designed to protect the information we collect from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

8. Children's Privacy

The Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13 in accordance with the Children's Online Privacy Protection Act (COPPA). If we become aware that we have inadvertently collected personal information from a child under 13, we will take steps to delete it promptly.

9. Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information, which may include the right to:

- Request access to the personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of your personal information, subject to certain legal exceptions.
- Opt out of certain uses of your information, such as marketing communications.

California residents may have additional rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), including the right to know what personal information is collected, the right to request deletion, and the right to non-discrimination for exercising these rights. Jorge Duran does not sell or share personal information for cross-context behavioral advertising as defined under the CCPA.

Florida residents: this Site is operated from, and governed by the laws of, the State of Florida. The Florida Digital Bill of Rights (Fla. Stat. § 501.701 et seq.) grants Florida consumers rights of access, correction, deletion, and opt-out of certain data uses, but only applies to "controllers" that meet specific statutory thresholds (generally, businesses with over \$1 billion in global gross annual revenue and additional criteria related to digital advertising, app stores, or search engines). As an individual content creator, Jorge Duran does not currently meet these thresholds and is not a "controller" under that statute; however, we voluntarily extend comparable access, correction, and deletion rights to all users, as described in this section, regardless of where they reside.

If you are located outside the United States, additional rights may apply under the laws of your jurisdiction (for example, the EU/UK General Data Protection Regulation). To exercise any of these rights, contact us at hello@jorgedurant.com.

10. International Visitors

The Site is operated from the United States. If you access the Site from outside the United States, your information may be transferred to, stored, and processed in the United States or other countries, where privacy laws may differ from those of your country of residence.

11. Do Not Track

Some browsers offer a "Do Not Track" signal. Because there is currently no industry-standard approach to responding to such signals, the Site does not respond differently based on a browser's Do Not Track setting.

12. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, the Site's functionality, or legal requirements. The "last updated" date at the top of this Policy indicates when it was last revised. Continued use of the Site after changes are posted constitutes acceptance of the updated Policy.

13. Contact Us

If you have questions about this Privacy Policy or how your information is handled, you may contact us at:

- Email: hello@jorgedurant.com
- Instagram: [@jorgedurant](https://www.instagram.com/jorgedurant)
- TikTok: [@jorgeunlocked](https://www.tiktok.com/@jorgeunlocked)

Note: This document was prepared as a general template based on the public content and functionality of jorgedurant.com (contact form, portfolio, AI Creative Studio, and Amazon affiliate link). It does not constitute legal advice. It is recommended that it be reviewed by an attorney licensed in Florida before final publication, particularly if the Site later adds analytics tools, advertising pixels, a cookie consent mechanism, e-commerce functionality, or collects personal information from users in jurisdictions with specific data protection requirements (such as the EU, UK, or California).