

Privacy Policy

Effective Date: October 25, 2026

This Privacy Policy explains how Znapt LLC, a Georgia limited liability company ("Znapt," "Leapward," "we," "us," or "our"), collects, uses, discloses, and protects information in connection with the Leapward™ website at leapward.report, our blog, The Leapward™ Journal, at blog.leapward.report, and related services (collectively, the "Service"). It should be read together with our [Terms of Service](#).

1. Information We Collect

a. Information You Provide Directly

When you use the Service, you may provide:

- Profile information used to generate your Report, for example your age, U.S. passport status, income and savings ranges, family situation, lifestyle pace, climate preference, language comfort, housing goal (buy or rent), residency goal, remote-work status, and how you weight each comparison category;
- Contact and report details, such as your email address and the name you want shown on your Report, used to deliver your Report and communicate with you;
- Your email preferences, meaning which optional Leapward emails, if any, you choose to receive; and
- Any information you provide when contacting us, including messages sent through the Contact Us form on our blog, and any support requests.

b. Information We Do Not Ask For

Leapward does not ask for health or medical information, or for information about your race, ethnicity, religion, sexual orientation, gender identity, or disability. Please do not include this kind of information in anything you submit. If you want healthcare access or safety to weigh more heavily in your Report, use the priority sliders for those categories.

c. Payment Information

Payments are processed by our third-party payment processor, Stripe, Inc. We do not receive, process, or store your full payment card number, expiration date, or security code. That information is collected and handled directly by Stripe under Stripe's own privacy policy. We receive limited transaction information from Stripe, such as confirmation that a payment succeeded, the amount charged, any promotional code used, the email address associated with the purchase, and a transaction identifier.

d. Information Collected Automatically

When you visit the Site, certain technical information may be collected automatically, which may include your IP address, browser type, device type, referring pages, and general usage data, through our hosting and content-delivery provider, Cloudflare. We use Cloudflare Web Analytics, which is built into our hosting, to understand overall traffic to the Site, such as page views and visitor country. According to Cloudflare, Cloudflare Web Analytics does not use cookies or local storage, does not create visitor or session identifiers, and does not build profiles of individual visitors. This section describes the Site at leapward.report. Information collected on our blog is described in Section 1(g). We also use Google Analytics, a web analytics service provided by Google LLC, to understand how visitors use the Site, such as pages viewed, approximate location, device and browser type, and how visitors reached the Site. Google Analytics uses cookies and similar technologies, and Google receives information such as your IP address, under Google's own privacy policy. We have turned off Google signals and advertising features, and we do not use Google Analytics data for advertising. We do not load Google Analytics on the page that displays your completed Report. If your browser settings suggest that you may be in the European Economic Area, the United Kingdom, or Switzerland, we do not load it unless you click Accept on the notice shown at the bottom of the page. We also do not load it if you have opted out under "Your Privacy Choices" in Section 7 or your browser sends a Global Privacy Control signal. You can also use Google's Analytics Opt-out Browser Add-on (tools.google.com/dlpage/gaoptout). The other tracking on the Site is the affiliate referral cookie described in Section 1(e) and HootLens, described in Section 3.

e. Affiliate Referral Tracking

If you reach the Site through a Leapward affiliate's link, our affiliate software provider, Rewardful, sets a first-party cookie on leapward.report that stores a referral identifier for 15 days. If you buy a Report during that time, the identifier is passed to Stripe with your order so the affiliate can be credited, and Rewardful receives basic details of the

purchase from Stripe. Affiliates see the referred sale under an anonymous identifier, along with the sale description (the name of the product purchased). They never see your email address, your Profile, or your Report, and we do not currently show them your name. Blocking or deleting this cookie will not affect your purchase.

f. Do Not Track Signals

Some browsers offer a "Do Not Track" setting. Because there is no common standard for responding to these signals, the Site does not currently change its behavior when it receives one. However, the Site treats a Global Privacy Control signal as an opt-out of Google Analytics, as described in Section 7.

g. The Leapward Journal (Blog) and Contact Form

Our blog at blog.leapward.report is published on Blogger, a service of Google LLC. If you send a message through the Contact Us form, we collect the name, email address, and message you enter. We use them only to read and respond to your message and to keep a record of it. Messages reach us by email. Please do not include passport, ID, financial account, health, or other sensitive details.

If you post a comment, your comment and the name you choose to display are public once we approve it. We review comments before they appear and may remove any comment. We may receive email notices of comments.

We use Google Analytics on the blog through a separate Google Analytics property, to understand how visitors use it, such as which posts are read, approximate location, device and browser type, and how visitors reached the blog. Google Analytics uses cookies and similar technologies, and Google receives visitor information under Google's own privacy policy. We have turned off Google signals and advertising features, and we do not use Google Analytics data for advertising. You can opt out with Google's Analytics Opt-out Browser Add-on (tools.google.com/dlpage/gaoptout) or by blocking cookies in your browser. Blogger may show a cookie notice to visitors in the European Union and certain other regions. The "Your Privacy Choices" button in Section 7 applies to leapward.report and does not control the blog.

HootLens, the Rewardful cookie, and Cloudflare Web Analytics described elsewhere in this Policy are not installed on the blog. We do not currently run ads on the blog. If that changes, we will update this Policy first.

2. How We Use Information

We use the information we collect to:

- Calculate, display, and deliver your Report, including automatically emailing a PDF copy of your Report to the address you provided;
- Process payment for your order and prevent fraud or abuse, including misuse of promotional codes;
- Communicate with you about your order and respond to support requests;
- If you have chosen to receive them, send you occasional updates about Leapward (for example, new destinations or offers), as described in Section 3;
- Read and respond to messages and review comments submitted through our blog, and understand how visitors use the Site and the blog;
- Send you a one-time reminder if you start an order but do not complete payment, as described in Section 3;
- Maintain, secure, and improve the Service, including diagnosing technical issues; and
- Comply with legal obligations and enforce our Terms of Service.

Your Report is produced by an automated scoring system that ranks destinations based on the information and priorities you provide. This ranking is informational only and is not used to make any decision that produces legal or similarly significant effects on you.

3. Email Communications

When you purchase a Report, your email address is used to deliver your Report and send order-related messages. Entering your email at checkout does not subscribe you to marketing.

You can separately join our email lists through the sign-up form on our home page. You choose which lists you want (relocation news and Leapward updates; promotions and partner offers; event announcements) and you must select at least one. We use double opt-in: we first send a confirmation link to the address you entered, and you are added to the lists, and sent your welcome discount code, only after you click it. If you do not confirm, we do not add you to any list. When you confirm, we store your email address, your list choices and the date of confirmation with our email service provider, Brevo. The

welcome offer is a unique, single-use promotional code created in Stripe and sent only to the confirmed address; we may cancel codes involving suspected abuse. Our sign-up form records your browser's IP address only to limit automated abuse. Some marketing emails may include affiliate or partner links, and we will identify them as such when they appear.

We use HootLens, a website analytics service, on our home page, legal pages and the report-building tool to understand how visitors use the Site. It may record page interactions such as clicks, scrolling and navigation. We do not load it on the page that displays a purchased Report, and on the report-building tool we do not load it if you have opted out under "Your Privacy Choices" in Section 7 or your browser sends Global Privacy Control. HootLens acts as our service provider. To opt out on other pages, you can use a browser or extension that blocks analytics scripts, or email support@leapward.report and ask us to exclude you.

If you start an order but do not complete payment, we may send you one reminder email about it. We create it from the email address you entered when you started the order. It contains a link that returns you to your saved order, so you do not have to re-enter your answers, and a unique, single-use 15% discount code. We send at most one such reminder per email address, and we do not send it if you have already purchased or if our email provider shows that you have opted out of our emails. This reminder is separate from our marketing email lists and does not add you to any of them. To opt out of future Leapward emails, reply to the reminder. We keep the saved order information for the period described in Section 6.

We send marketing emails, such as news about new destinations or offers, only to people who have chosen to receive them. Every marketing email includes an unsubscribe link, and you may also ask us at any time to stop sending them. Unsubscribing will not affect delivery of a Report you have already purchased.

4. How We Share Information

We do not sell your personal information for money, and we do not share it for targeted advertising. We share information only in the following circumstances:

- **Affiliates:** if you buy a Report through an affiliate's link, the affiliate sees the sale under an anonymous identifier with the product name, as described in Section 1(e). Affiliates never receive your email address, Profile, or Report;

- Service providers: with companies that perform services on our behalf, including Stripe (payment processing), Supabase (backend processing and data storage), Cloudflare (website hosting, content delivery, and email routing), Brevo (email delivery and contact management), Rewardful (affiliate referral tracking and affiliate account management), Found (affiliate payouts and tax forms), and Google LLC (website and blog analytics, hosting of our blog, and delivery of Contact Us form messages). These providers may use your information only as needed to provide their services to us;
- Legal requirements: where required to comply with applicable law, legal process, or a governmental request, or to protect the rights, property, or safety of Znapt LLC, our users, or the public;
- Business transfers: in connection with a merger, acquisition, financing, or sale of some or all of our assets, subject to standard confidentiality protections; and
- With your consent: for any other purpose disclosed to you at the time we collect the information.

5. Affiliate Program Participants

This section applies to people who join the Leapward Affiliate Program. Participation is also governed by the separate Leapward Affiliate Program Terms.

a. Information Collected Through Rewardful

Affiliates sign up and manage their accounts through Rewardful's affiliate portal. Rewardful collects the information you provide there, such as your name, email address, and account details, under Rewardful's own privacy policy. Through our Rewardful account, we can see that information along with your referral links and activity, including clicks, referred purchases, commissions earned, and payout status. We use it to approve and manage your participation, calculate and track commissions, prevent fraud and self-referrals, and communicate with you about the program.

b. Affiliate Email Communications

When you join the program, your name and email address may be added to a separate affiliate contact list in Brevo so we can send you program updates, such as commission, payout, and policy notices. You can unsubscribe from non-essential affiliate emails at any time. We may still send messages required to administer your account and payouts.

c. Tax and Payout Information

Affiliate commissions are paid through our payments provider, Found. Before you can receive payouts, Found will ask you to provide a completed IRS Form W-9, which includes your legal name, address, and taxpayer identification number (Social Security Number or Employer Identification Number), and your payment details. You enter this information directly with Found, under Found's own privacy policy. Znapt LLC does not collect your bank account details, and we access your tax information only as needed to pay you, to prepare and issue required tax forms such as Form 1099-NEC, and to meet our tax and recordkeeping obligations.

d. Retention of Affiliate Information

We keep affiliate account and commission information while you participate in the program and for as long as afterward as needed to resolve disputes, enforce our terms, and meet tax, accounting, and legal requirements. Tax and payout records are kept for the periods required by the IRS and applicable law.

6. Data Retention

We keep the name shown on your Report and the email address used for your order for as long as we operate the Service, so that we can answer questions about your order, and, if you have chosen to receive them, send you updates. You can ask us to delete them at any time (see Section 7).

We keep your other Profile information, the priority weights you set, and your computed results for 90 days after your order and then automatically delete it, unless you ask us to delete it sooner. After that, we can no longer regenerate your Report, so please keep your downloaded or emailed copy. Order and payment records are kept for as long as required for tax, accounting, and legal purposes.

We keep messages sent through the Contact Us form only as long as needed to respond and keep a record of the correspondence, and delete them on request. Approved blog comments remain visible until we or you remove them. You can ask us to remove a comment you posted by emailing support@leapward.report. We have set Google Analytics data retention on the Site to 14 months.

7. Your Rights and Choices

Depending on where you live, you may have the right to access, correct, delete, or receive a copy of your personal information, to withdraw consent, or to opt out of certain uses. To exercise any of these rights, email us at support@leapward.report. We may need to verify your identity, for example by confirming the email address used for your purchase, before acting on a request. We will respond within the timeframe required by applicable law. We will not discriminate against you for exercising any of these rights.

California Residents

Leapward does not sell personal information for money, and we do not share personal information for cross-context behavioral advertising. We do not use or disclose sensitive personal information. We treat a Global Privacy Control signal, and the "Your Privacy Choices" link in the footer of every page, as an opt-out of Google Analytics. California residents may also use the rights and contact information described above.

Your Privacy Choices: Analytics Tools

You can opt out of Google Analytics on this Site at any time. Use the button on the web version of this page (leapward.report/privacy#privacy-choices), which saves your choice in the browser you are using, or turn on Global Privacy Control in your browser, which we treat as an opt-out. If you opt out, or if you decline the notice shown to some visitors in Europe, we do not load Google Analytics. If you later choose to opt back in, we treat that as your consent. Your choice applies only to the browser where you make it, so repeat it on each browser or device you use and after clearing your site data. Because we judge your likely location from browser settings and cannot always tell where you are, anyone can use these choices regardless of where they live. You can also block third-party cookies in your browser. Opting out does not affect your ability to buy or use a Report.

Users Outside the United States

Leapward is designed for U.S. citizens and is operated from the United States. Leapward is for U.S. citizens, including those who live abroad. If you use the Service from another country, you can opt out of Google Analytics at any time using the choices above, which we suggest if local law where you live requires your consent for analytics technologies. If you use the Service from outside the United States, you do so on your own initiative, and you understand that your information will be processed in the United States under U.S. law, which may provide different protections than the laws where you live.

8. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect the personal information we handle. For example, payment details are handled entirely by Stripe, report emails are sent only to the email address stored with a verified paid order, and our backend runs on providers with established security practices (Stripe, Supabase, Cloudflare, Brevo, Rewardful, and Found). However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Children's Privacy

The Service is not directed to, and we do not knowingly collect personal information from, anyone under 18. If we learn that we have collected personal information from a child under 13 (or the relevant minimum age in your jurisdiction), we will delete that information promptly.

10. International Data Transfers

Znapt LLC is based in the United States, and our service providers may process and store information in the United States or other countries. If you use the Service from outside the United States, your information will be transferred to, stored, and processed in a country whose data protection laws may differ from those of your home country.

11. Third-Party Links

The Service may reference or link to third-party websites, such as government or consulate pages. This Policy does not apply to those sites, and we are not responsible for their privacy practices.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The "Effective Date" above reflects the most recent revision. Where reasonably practicable, we will communicate material changes by posting notice on the Site or by emailing customers.

13. Contact Us

Questions about this Privacy Policy, or requests regarding your personal information, can be sent to:

Email: support@leapward.report

Znapt LLC

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