

THE KING'S APPEAL

www.thekingsappeal.com

PRIVACY POLICY

Effective Date: July 6, 2026 • Last Updated:

This Privacy Policy ("Policy") describes how **Sonya Eboigbe**, the owner and operator of The King's Appeal ("we," "us," or "our"), collects, uses, stores, and discloses information about visitors ("Visitor," "you," or "your") to the Website located at **www.thekingsappeal.com** (the "Website"). This Policy applies to information collected through the Website and through any email communications you may exchange with us.

By accessing or using the Website, you acknowledge that you have read and understood this Privacy Policy and that you consent to the data practices described herein. If you do not agree with the terms of this Policy, please discontinue your use of the Website immediately.

This Policy should be read in conjunction with our Website Terms of Use, which are incorporated herein by reference.

1. Information We Collect

We collect information in two ways: (a) information you provide to us voluntarily, and (b) information collected automatically when you visit the Website.

1.1 Information You Provide Voluntarily

We collect personal information that you voluntarily provide to us when you use certain features of the Website. The categories of personal information we collect include:

- **Email Address:** When you subscribe to our newsletter or email list through the Website's "Subscribe" feature, we collect your email address for the purpose of sending you periodic updates, devotional content, blog post notifications, and other faith-based communications.
- **Name (if provided):** If you voluntarily provide your name in connection with your subscription or other correspondence, we may collect and retain that information.
- **Communications and Correspondence:** If you contact us directly via email or through any contact form on the Website, we will collect and retain the content of your communication, your email address, and any other information you choose to provide.

1.2 Information Collected Automatically

When you visit the Website, certain technical and usage information may be collected automatically by the Website platform (WordPress/Elementor) and any integrated third-party services. This may include, but is not limited to:

- **Log Data:** Your Internet Protocol (IP) address, browser type and version, the pages of the Website you visit, the time and date of your visit, the time spent on those pages, and other diagnostic data.
- **Cookies and Similar Tracking:** The Website may use cookies, web beacons, pixel tags, and similar tracking technologies to enhance your experience, analyze Website usage, and support Website functionality. See Section 4 for more information.
- **Device Information:** Information about the device you use to access the Website, including the hardware model, operating system, and browser type.

1.3 Information We Do Not Collect

We do not knowingly collect sensitive personal information such as Social Security numbers, financial account information, or government-issued identification numbers. We do not accept user-submitted comments, login registrations, or accounts on the Website at this time.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To deliver and manage the email newsletter and subscription service you have opted into;
- To send you periodic updates, blog post notifications, devotional content, and other faith-based communications consistent with your subscription preferences;
- To respond to your inquiries, comments, or requests for information;
- To operate, maintain, and improve the Website and its content;
- To monitor and analyze usage trends, traffic, and other statistical data to improve the Website experience;
- To comply with applicable legal obligations; and
- To enforce our Terms of Use and protect the rights, property, and safety of The King's Appeal, its visitors, and the public.

We will not use your personal information for any purpose materially different from those described in this Policy without first providing you with notice and obtaining your consent where required by applicable law.

3. Legal Basis for Processing (For EEA/UK Visitors)

If you are a visitor located in the European Economic Area (EEA) or the United Kingdom (UK), our legal basis for collecting and using your personal information depends on the type of information and the context in which we collect it:

- **Consent:** Where you have given us your express consent, such as by subscribing to our email newsletter.
- **Legitimate Interests:** Where processing is necessary for our legitimate interests, such as understanding how visitors use the Website and improving our content, provided those interests are not overridden by your data protection rights.

- **Legal Obligation:** Where we are required to process your information to comply with applicable law.

You have the right to withdraw consent at any time, where processing is based on your consent, without affecting the lawfulness of processing before such withdrawal.

4. Cookies and Tracking Technologies

4.1 What Are Cookies. Cookies are small text files placed on your device by a website when you visit. They are widely used to make websites work more efficiently and to provide information to site operators.

4.2 Types of Cookies Used. The Website, operated on WordPress with Elementor, may use the following types of cookies:

- **Strictly Necessary Cookies:** These are required for the basic operation of the Website and cannot be disabled. They are usually set in response to actions you take, such as setting your privacy preferences or navigating the site.
- **Functional Cookies:** These enable the Website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we use on the Website.
- **Analytics/Performance Cookies:** These allow us or third parties to recognize and count visitors and to understand how visitors move around the Website. This helps us to improve the Website.
- **Third-Party Cookies:** Embedded content from platforms such as YouTube may place their own cookies on your device, subject to those platforms' own privacy policies.

4.3 Managing Cookies. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, some features of the Website may not function properly. Most web browsers allow some control of cookies through browser settings. For more information on how to manage cookies, visit www.allaboutcookies.org.

5. Disclosure of Your Information

We do not sell, trade, rent, or otherwise transfer your personal information to third parties for their own marketing purposes. We may disclose your information in the following limited circumstances:

5.1 Service Providers. We may share your information with third-party vendors and service providers that perform services on our behalf, such as email delivery services (e.g., Mailchimp, ConvertKit, or similar platforms used to manage our newsletter subscription). These service providers are contractually required to use your information only as directed by us and in accordance with our instructions, and they may not use it for their own purposes.

5.2 Third-Party Platforms. The Website maintains a presence on third-party social media platforms, including Facebook, Instagram, and YouTube. If you interact with us on those platforms, any information you share on those platforms is governed by their respective privacy policies.

5.3 Legal Requirements. We may disclose your information where required to do so by law, court order, or governmental authority, or where we reasonably believe such disclosure is necessary to: (a) comply with a legal obligation; (b) protect and defend the rights or property of The King's Appeal; (c) prevent or investigate possible wrongdoing in connection with the Website; or (d) protect the personal safety of visitors or the public.

5.4 Business Transfers. In the event of a merger, acquisition, or sale of all or substantially all of our assets, your personal information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on the Website of any such change in ownership or control of your personal information.

6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements, or as otherwise required or permitted by applicable law.

Specifically, we will retain your email address on our subscriber list for as long as you remain subscribed to our newsletter. Upon receipt of a valid unsubscribe request, your information will be removed from our active mailing list within a commercially reasonable time, though we may retain records of your prior subscription for purposes of compliance and legal defense.

7. Data Security

We implement reasonable and appropriate administrative, technical, and physical security measures designed to protect the personal information we collect against unauthorized access, disclosure, alteration, or destruction. These measures include industry-standard encryption for data transmission and secure hosting of the Website.

However, no method of transmission over the Internet or method of electronic storage is completely secure. Therefore, while we endeavor to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. You acknowledge and accept this inherent risk when you interact with the Website and provide your information to us.

Data Breach Notification. In the event of a data breach that compromises the security, confidentiality, or integrity of your personal information, we will investigate the incident and will notify you and any applicable regulatory authorities as and when required by applicable law. We will comply with all applicable data breach notification laws and any other applicable state or federal laws, and will provide such notice without unreasonable delay and consistent with the legitimate needs of law enforcement or any measures necessary to determine the scope of the breach and restore the integrity of our systems.

User Responsibility for Account and Device Security. You are responsible for maintaining the security and confidentiality of your own devices, networks, and email account through which you receive communications from us, and for any activity that occurs in connection therewith.

8. Your Rights and Choices

Depending on your location and applicable law, you may have certain rights with respect to your personal information:

8.1 For All Visitors

- **Opt-Out of Email Communications:** You may unsubscribe from our email newsletter at any time by clicking the “Unsubscribe” link in any email or by contacting us directly.
- **Access and Correction:** You may request access to the personal information we hold about you and request that we correct any inaccurate or incomplete information.
- **Deletion:** You may request that we delete your personal information from our records, subject to certain legal exceptions.

8.2 For California Residents (California Consumer Privacy Act / CPRA)

If you are a California resident, you may have the following rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA):

- The right to know what personal information we collect, use, disclose, or sell;
- The right to delete personal information we have collected from you, subject to certain exceptions;
- The right to correct inaccurate personal information;
- The right to opt out of the sale or sharing of your personal information (note: we do not sell personal information); and
- The right not to receive discriminatory treatment for exercising your CCPA/CPRA rights.

To submit a verifiable consumer request to exercise any of the above rights, please contact us using the information in Section 13. We will respond to verifiable requests within 45 days, as required by law.

8.3 For EEA and UK Residents (GDPR/UK GDPR)

If you are located in the EEA or UK, you have the following rights under the General Data Protection Regulation (GDPR) or UK GDPR:

- **Right of Access:** to obtain a copy of your personal data;
- **Right to Rectification:** to have inaccurate personal data corrected;
- **Right to Erasure (“right to be forgotten”):** to request deletion of your personal data in certain circumstances;
- **Right to Restriction of Processing:** to request that we limit the processing of your personal data;

- **Right to Data Portability:** to receive your personal data in a structured, machine-readable format;
- **Right to Object:** to object to our processing of your personal data; and
- **Right to Lodge a Complaint:** to lodge a complaint with a supervisory authority in your jurisdiction.

To exercise any of these rights, please contact us using the information provided in Section 13.

9. Third-Party Services and External Links

9.1 Email Service Provider. We use a third-party email service provider to manage our newsletter subscription and email communications. Your email address and subscription preferences may be shared with and stored by that provider. We encourage you to review the privacy policy of any email service provider we use.

9.2 Social Media Platforms. The Website includes links to, and may embed content from, third-party social media platforms including Facebook, Instagram, and YouTube. These platforms may collect information about you independently of our Website. We are not responsible for the privacy practices of these platforms. Please review their privacy policies directly.

9.3 WordPress and Elementor. The Website is built on the WordPress content management system using the Elementor page builder. WordPress and Elementor may collect certain technical data in connection with the operation of the Website. Please refer to the WordPress Privacy Policy and Elementor Privacy Policy for more information about their data practices.

9.4 External Links. The Website may contain links to third-party websites not operated by us. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites. We strongly advise you to review the privacy policy of every site you visit.

10. Children's Privacy

The Website is not directed to, and we do not knowingly collect personal information from, children under the age of 13 (or the applicable minimum age under applicable law in your jurisdiction). If we become aware that we have inadvertently collected personal information from a child without verifiable parental consent, we will take immediate steps to delete that information from our records.

If you are a parent or guardian and believe your child has provided us with personal information without your consent, please contact us immediately at the contact information provided in Section 13.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our data practices, applicable law, or for other operational, legal, or regulatory reasons. When we make material changes to this Policy, we will update the “Last Updated” date at the top of this page and, where appropriate, notify you by email or by posting a notice on the Website.

We encourage you to review this Policy periodically to stay informed about how we are protecting your information. Your continued use of the Website after any modification to this Policy constitutes your acceptance of the updated terms.

12. Governing Law and Jurisdictional Scope

This Privacy Policy and any dispute arising out of or relating to it shall be governed by and construed in accordance with the laws of the State of New Jersey and applicable United States federal law, without regard to conflict of law principles. The Website is operated from the United States and is intended primarily for users located in the United States. We make no representation that the Website or this Policy is appropriate or available for use outside the United States. If you access the Website from outside the United States, you do so on your own initiative and are responsible for compliance with applicable local laws, and you consent to the transfer of your information to, and its processing and storage in, the United States, where data protection laws may differ from those in your jurisdiction.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, or if you wish to exercise any of your rights described in Section 8, please contact us at:

The King’s Appeal

Attention: Sonya Eboigbe

Website: www.thekingsappeal.com

Email: contact@thekingsappeal.com

This Privacy Policy is provided for informational purposes and does not constitute legal advice. Sonya Eboigbe encourages all visitors to review this Policy periodically.

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