POWERUPSKILL, LLC

Privacy Policy

Effective Date: May 1, 2026
Last Updated: February 17, 2026

1. INTRODUCTION

At PowerUpSkill, we are committed to protecting your privacy and handling your personal information with care, transparency, and respect. This Privacy Policy explains how PowerUpSkill, LLC ("PowerUpSkill," "we," "us," or "our"), a limited liability company organized under the laws of the State of Tennessee, collects, uses, shares, and protects your personal information when you use our platform.

This Privacy Policy applies to all users of the PowerUpSkill website, web application, mobile application, and all related services (collectively, the "Platform"). By creating an account, accessing, or using the Platform, you consent to the data practices described in this Privacy Policy.

PowerUpSkill acts as the data controller with respect to the personal information we collect through the Platform. We are responsible for determining how and why your personal information is processed.

We take your privacy seriously. This policy is designed to be clear and understandable. If you have questions about how we handle your data, please contact us at help.powerupskill@gmail.com.

2. INFORMATION WE COLLECT

We collect several categories of information from and about users of the Platform. The information we collect depends on how you interact with our services.

2.1 Personal Information

When you create an account or use the Platform, we may collect the following personal information:

- Full name
- Email address
- Account login credentials (username and encrypted password)
- Profile information you choose to provide (such as professional background, education, or skills)

- Billing information, including credit card or payment account details (processed securely through third-party payment processors — we do not store complete payment card information on our servers)
- Communication preferences and account settings

2.2 Assessment and Performance Data

When you take skill assessments or complete career paths on the Platform, we collect and store:

- Your answers and responses to assessment questions
- Assessment scores and performance metrics
- Completion timestamps and attempt history
- Performance analytics and progress tracking data
- Skill verification certificates you have earned
- Career path enrollment, progress, and completion records
- AI-generated or rule-based career recommendations provided to you based on your assessment performance

Assessment data is used to generate your performance reports and certificates. This data is essential to providing our core services and may be retained to maintain the validity and integrity of issued certificates.

2.3 Technical and Usage Information

We automatically collect certain technical and usage information when you access or use the Platform, including:

- IP address and general geographic location
- Browser type, version, and language settings
- Device information (type, operating system, screen resolution)
- Cookies, web beacons, and similar tracking technologies (see Section 8 for more details)
- Usage data, including pages viewed, features accessed, time spent on the Platform, and navigation patterns
- Log data, including access times, errors, and system activity

2.4 Communications and Feedback

We may collect information when you communicate with us, including:

- Messages sent to our customer support team
- Feedback, reviews, or testimonials you provide
- Survey responses or participation in research studies
- Email correspondence and other communications with PowerUpSkill

2.5 Information from Third Parties

In some cases, we may receive information about you from third-party sources, such as:

- Payment processors who facilitate billing and subscription management
- Analytics providers who help us understand how users interact with the Platform
- Publicly available sources, if you choose to link or share information from external platforms

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3. HOW WE USE YOUR INFORMATION

PowerUpSkill uses the information we collect for the following purposes:

3.1 To Provide and Manage Our Services

- Creating, maintaining, and securing user accounts
- Administering skill assessments and career paths
- Generating performance reports, graded feedback, and certificates
- Providing AI-driven or rule-based career recommendations based on your performance
- Tracking your progress and skill development over time
- Facilitating communication between you and PowerUpSkill support

3.2 To Process Payments

- Processing subscription fees, retake fees, and other payments
- Managing billing cycles, invoices, and payment records
- Communicating with you about billing matters

3.3 To Improve and Optimize the Platform

- Analyzing usage patterns to improve user experience
- Testing new features and functionality
- Conducting research and analytics to enhance platform performance
- Troubleshooting technical issues and improving system reliability

3.4 To Communicate With You

- Sending account-related notifications (such as password resets or security alerts)
- Providing customer support and responding to inquiries
- Sending updates about new features, platform improvements, or policy changes
- Delivering marketing and promotional communications (which you may opt out of at any time)

3.5 To Ensure Security and Prevent Fraud

- Detecting, preventing, and responding to fraudulent activity, security breaches, or violations of our Terms of Service
- Verifying user identity and account authenticity

- Monitoring for cheating, unauthorized access, or misuse of the Platform

3.6 To Comply With Legal Obligations

- Responding to lawful requests from government authorities or law enforcement
- Complying with applicable laws, regulations, or legal processes
- Enforcing our Terms of Service and protecting our legal rights

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4. LEGAL BASIS FOR PROCESSING YOUR INFORMATION

We process your personal information on the following legal bases:

4.1 Performance of a Contract

We process your personal information to fulfill our contractual obligations to you under our Terms of Service. This includes creating your account, administering assessments, generating reports and certificates, and providing customer support.

4.2 Legitimate Business Interests

We process certain information based on our legitimate business interests, such as improving the Platform, preventing fraud, ensuring security, and conducting analytics. We balance these interests against your rights and only process data when it is necessary and proportionate.

4.3 User Consent

In some cases, we process your information based on your explicit consent. For example, when you opt in to receive marketing emails or agree to participate in optional surveys, we rely on your consent. You may withdraw your consent at any time.

4.4 Legal Obligations

We may process your information to comply with legal obligations, such as responding to valid legal requests, enforcing our policies, or protecting the rights and safety of our users and the public.

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5. HOW WE SHARE YOUR INFORMATION

PowerUpSkill does not sell, rent, or trade your personal information to third parties for their marketing purposes. We only share your information in the limited circumstances described below:

5.1 Service Providers and Business Partners

We share information with trusted third-party service providers who help us operate the Platform and deliver our services. These providers are contractually obligated to protect your information and may only use it for the purposes we specify. Examples include:

- Payment processors (such as Stripe or PayPal) who process subscription payments and billing
- Cloud hosting providers (such as AWS or Google Cloud) who store and secure Platform data
- Email service providers (such as SendGrid or Mailchimp) who help us deliver account notifications and marketing communications
- Analytics providers (such as Google Analytics) who help us understand Platform usage and performance

5.2 Public Certificate Verification

PowerUpSkill provides a public certificate verification feature that allows third parties, including employers, to verify the authenticity of certificates issued through the Platform.

Certificates may be searchable by a user's full name or Certificate ID through the verification system. Publicly accessible information is limited to credential-related details, such as the user's full name, certificate title, completion date, verification status, and certificate ID. PowerUpSkill does not display email addresses, contact information, assessment responses, or other personal account data through the public verification feature.

By earning and maintaining a certificate through the Platform, you acknowledge and consent to the public verification of that credential as described in this Privacy Policy. Users may contact PowerUpSkill to request removal of a certificate from public search results, subject to recordkeeping and fraud prevention requirements.

5.3 Sharing With Employers (At Your Direction Only)

PowerUpSkill allows you to voluntarily share your performance reports or career path completion records with employers or other third parties. This sharing occurs only when you explicitly choose to do so.

IMPORTANT: PowerUpSkill does not automatically share your assessment results or personal information with any employer or third party without your consent. You control what you share and with whom.

5.4 Legal and Regulatory Authorities

We may disclose your information to government authorities, law enforcement, or regulatory bodies when required by law or when we believe in good faith that disclosure is necessary to:

- Comply with a legal obligation, court order, subpoena, or other legal process
- Protect the rights, property, or safety of PowerUpSkill, our users, or the public
- Investigate, prevent, or take action regarding suspected fraud, illegal activity, or violations of our Terms of Service

5.5 Business Transfers

In the event that PowerUpSkill is involved in a merger, acquisition, asset sale, or bankruptcy proceeding, your personal information may be transferred as part of that transaction. We will notify you via email or a prominent notice on the Platform if your information becomes subject to a different privacy policy as a result of such a transaction.

5.6 Aggregated and De-Identified Data

We may share aggregated, anonymized, or de-identified data that cannot reasonably be used to identify you. For example, we may share statistics about Platform usage, assessment completion rates, or industry trends. This data does not include your personal information.

WE DO NOT SELL YOUR PERSONAL INFORMATION. Your data is not a product. We never sell or rent your personal data to advertisers, data brokers, or other third parties.

6. DATA RETENTION

We retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

6.1 Account and Profile Information

We retain your account information, profile data, and login credentials for as long as your account remains active. If you close your account, we will delete or anonymize your personal information within a reasonable time frame, unless we are required to retain certain information to comply with legal obligations, resolve disputes, or enforce our agreements.

6.2 Assessment Data and Certificates

To preserve the integrity and validity of skill verification certificates, we may retain assessment records, scores, and performance data indefinitely or for an extended period, even after account closure. This is necessary to allow employers and third parties to verify the authenticity of certificates and to maintain historical records of issued credentials.

6.3 Payment and Billing Records

We retain payment and billing records for as long as required by applicable tax, accounting, and financial regulations, typically between three (3) and seven (7) years.

6.4 Communications and Support Records

We may retain customer support correspondence, feedback, and communications for a reasonable period to maintain service quality, resolve disputes, and comply with legal obligations.

6.5 Legal Holds and Compliance

In some cases, we may be required to retain information for longer periods due to legal holds, litigation, investigations, or regulatory requirements. In such cases, we will retain the relevant data until the legal obligation is satisfied.

7. YOUR RIGHTS AND CHOICES

You have certain rights and choices regarding your personal information. Depending on your location and applicable law, these rights may include:

7.1 Right to Access

You have the right to request access to the personal information we hold about you. You may request a copy of your data by contacting us at help.powerupskill@gmail.com.

7.2 Right to Correction

If you believe any personal information we hold about you is inaccurate, incomplete, or outdated, you have the right to request that we correct or update it. You can update most of your account information directly through your account settings on the Platform.

7.3 Right to Deletion

You have the right to request deletion of your personal information, subject to certain exceptions. For example, we may retain information necessary to comply with legal obligations, resolve disputes, enforce our agreements, or maintain the validity of issued certificates. To request deletion, contact us at help.powerupskill@gmail.com.

7.4 Right to Withdraw Consent

If we process your information based on your consent, you have the right to withdraw that consent at any time. For example, you can opt out of marketing emails by clicking the "unsubscribe" link in any promotional email or by updating your communication preferences in your account settings.

7.5 Right to Object or Restrict Processing

You may have the right to object to or request restriction of certain types of data processing. For example, you may object to processing for direct marketing purposes. To exercise this right, contact us at help.powerupskill@gmail.com.

7.6 Right to Data Portability

In certain circumstances, you may have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit that data to another service provider. To request data portability, contact us at help.powerupskill@gmail.com.

7.7 Right to Opt Out of Marketing Communications

You may opt out of receiving promotional or marketing emails from PowerUpSkill at any time by clicking the "unsubscribe" link in any email or by updating your preferences in your account settings. Please note that even if you opt out of marketing emails, we may still send you transactional or account-related messages (such as password resets or billing notifications).

How to Exercise Your Rights

To exercise any of the rights described above, please contact us at help.powerupskill@gmail.com. We will respond to your request within a reasonable time frame as required by applicable law, typically within thirty (30) days. We may require verification of your identity before processing certain requests to protect your privacy and security.

8. COOKIES AND TRACKING TECHNOLOGIES

PowerUpSkill uses cookies, web beacons, and similar tracking technologies to enhance your experience on the Platform, analyze usage patterns, and deliver personalized content.

8.1 What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They allow the website to recognize your device and remember information about your visit, such as your preferences and login status.

8.2 Types of Cookies We Use

We use the following types of cookies on the Platform:

- Essential Cookies: These cookies are necessary for the Platform to function properly. They enable core features such as account login, navigation, and access to secure areas of the Platform. You cannot opt out of essential cookies.
- Analytics Cookies: These cookies help us understand how users interact with the Platform by collecting information about pages visited, time spent on the Platform, and navigation patterns. We use analytics tools such as Google Analytics to gather this data. Analytics cookies are aggregated and anonymized.
- Functional Cookies: These cookies allow the Platform to remember your preferences and choices (such as language settings or display preferences) to provide a more personalized experience.
- Marketing Cookies: These cookies may be used to deliver relevant advertisements or promotional content based on your interests and activity on the Platform. We do not currently use third-party advertising networks, but we reserve the right to do so in the future.

8.3 Managing Cookies

Most web browsers allow you to control cookies through their settings. You can configure your browser to block or delete cookies, or to alert you when cookies are being used. Please note that disabling essential cookies may impair the functionality of the Platform.

For more information on how to manage cookies in your browser, please refer to your browser's help documentation:

- Google Chrome: chrome://settings/cookies
- Mozilla Firefox: support.mozilla.org
- Safari: support.apple.com
- Microsoft Edge: support.microsoft.com

8.4 Do Not Track Signals

Some web browsers have a "Do Not Track" feature that signals to websites that you do not want your online activity tracked. At this time, the Platform does not respond to Do Not Track signals. We will update this policy if we implement Do Not Track functionality in the future.

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9. DATA SECURITY

PowerUpSkill takes the security of your personal information seriously. We implement reasonable administrative, technical, and physical safeguards designed to protect your data from unauthorized access, disclosure, alteration, or destruction.

9.1 Security Measures

Our security measures include, but are not limited to:

- Encryption of sensitive data in transit using industry-standard protocols (such as TLS/SSL)
- Encryption of sensitive data at rest, including passwords and payment information
- Regular security audits, vulnerability assessments, and penetration testing
- Access controls and authentication mechanisms to limit access to personal information
- Employee training on data security and privacy best practices
- Monitoring and logging of system activity to detect and respond to security incidents

9.2 No System Is 100% Secure

While we strive to protect your personal information, no data transmission over the internet or electronic storage system is completely secure. We cannot guarantee the absolute security of your information. You are responsible for maintaining the confidentiality of your account credentials and for any activity that occurs under your account.

9.3 Reporting Security Concerns

If you believe your account has been compromised or if you become aware of a security vulnerability on the Platform, please contact us immediately at help.powerupskill@gmail.com.

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10. CHILDREN'S PRIVACY

PowerUpSkill is committed to protecting the privacy of children and complying with applicable laws regarding the collection of personal information from minors.

10.1 Age Restrictions

The Platform is intended for users who are at least thirteen (13) years of age. We do not knowingly collect, use, or disclose personal information from children under the age of thirteen (13) without verifiable parental consent, as required by the Children's Online Privacy Protection Act (COPPA).

10.2 Parental Consent for Users Ages 13-17

Users between the ages of thirteen (13) and seventeen (17) may use the Platform only with the verified consent and supervision of a parent or legal guardian. By allowing a minor to create an account, the parent or guardian agrees to be bound by this Privacy Policy and our Terms of Service on behalf of the minor.

10.3 What to Do If We Learn a Child Under 13 Has Provided Information

If we learn that we have collected personal information from a child under the age of 13 without verifiable parental consent, we will take steps to delete that information as soon as reasonably practicable. If you believe we have inadvertently collected information from a child under thirteen (13), please contact us at help.powerupskill@gmail.com.

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11. INTERNATIONAL USERS AND DATA TRANSFERS

PowerUpSkill is based in the United States, and our servers and service providers are located primarily in the United States. If you access the Platform from outside the United States, please be aware that your personal information may be transferred to, stored, and processed in the United States or other countries where our service providers operate.

11.1 Cross-Border Data Transfers

By using the Platform, you consent to the transfer of your personal information to the United States and other jurisdictions that may have different data protection laws than your country of residence. We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy, regardless of where it is processed.

11.2 Compliance With International Privacy Laws

If you are located in the European Economic Area (EEA), the United Kingdom, or other jurisdictions with specific data protection regulations (such as the General Data Protection Regulation or GDPR), you may have additional rights under applicable law. We are committed to complying with applicable international privacy laws and will update this Privacy Policy as necessary to reflect those obligations.

11.3 European Users

If you are located in the EEA or the UK, you may have additional rights under the GDPR, including the right to lodge a complaint with your local data protection authority. For more information or to exercise your rights, please contact us at help.powerupskill@gmail.com.

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12. CALIFORNIA PRIVACY RIGHTS (CCPA)

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA).

12.1 Your California Privacy Rights

California residents have the right to:

- Know what personal information we collect, use, disclose, and sell (if applicable)
- Access the specific pieces of personal information we have collected about you
- Request deletion of your personal information, subject to certain exceptions
- Opt out of the sale or sharing of personal information (Note: PowerUpSkill does not sell personal information)
- Correct inaccurate personal information
- Limit the use and disclosure of sensitive personal information (if applicable)
- Not be discriminated against for exercising your CCPA rights

12.2 How to Exercise Your California Rights

To exercise your rights under the CCPA, please contact us at help.powerupskill@gmail.com. We will verify your identity before processing your request and will respond within the time frame required by law, typically within forty-five (45) days.

12.3 We Do Not Sell Personal Information

PowerUpSkill does not sell personal information as defined by the CCPA. We do not share personal information with third parties for monetary or other valuable consideration.

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13. CHANGES TO THIS PRIVACY POLICY

PowerUpSkill reserves the right to update, modify, or revise this Privacy Policy at any time to reflect changes in our practices, legal requirements, or business operations. When we make material changes to this Privacy Policy, we will notify you by one or more of the following methods:

- Posting a notice on the Platform's homepage or login page
- Sending an email notification to the email address associated with your account
- Updating the "Last Updated" date at the top of this Privacy Policy

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information. Your continued use of the Platform after we post or send notice of changes constitutes your acceptance of the updated Privacy Policy.

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14. IMPORTANT CLARIFICATIONS

To ensure transparency and set appropriate expectations, please note the following clarifications regarding the information we collect and how it may be used:

14.1 Assessment Reports and Certificates Are Informational Tools

The performance reports and skill verification certificates generated by PowerUpSkill are informational tools designed to document your demonstrated performance on specific assessments at a specific point in time. They are not academic degrees, professional licenses, government-issued credentials, or accredited certifications. Employers and third parties are solely responsible for determining the value and relevance of these certificates in their own hiring or evaluation processes.

14.2 Sharing Results With Employers

PowerUpSkill does not directly transmit your assessment results, performance data, or certificates to employers, recruiters, or third parties on your behalf.

Certificates issued through the Platform may be publicly verifiable by full name through our certificate verification feature. Publicly accessible information is limited to credential-related details such as certificate title, completion date, verification status, and certificate ID. PowerUpSkill does not display email addresses, assessment responses, or private account data through the public verification system.

You may also voluntarily share certificates or profile links directly with employers at your discretion. You retain control over whether to participate in the certification program and may request removal of public certificate visibility, subject to applicable recordkeeping and integrity requirements.

14.3 No Guarantee of Employment Outcomes

PowerUpSkill does not guarantee, and cannot control, whether the use of our Platform, completion of assessments, or receipt of certificates will result in employment, career advancement, salary increases, or other professional outcomes. Any decisions made by employers, hiring managers, or third parties based on information from the Platform are made independently and at their sole discretion.

14.4 Certificates Are Not Professional Licensure

PowerUpSkill certificates are not government-recognized professional licenses and do not qualify you to practice any regulated profession or occupation. If your profession or occupation requires licensure, certification, or accreditation under applicable law, you are solely responsible for obtaining and maintaining those credentials through the appropriate regulatory bodies.

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15. CONTACT INFORMATION

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

PowerUpSkill, LLC

State of Tennessee, United States

Email: help.powerupskill@gmail.com

Support Email: help.powerupskill@gmail.com

Security Email: help.powerupskill@gmail.com
Website: https://powerupskill.netlify.app/

We will respond to your inquiry as promptly as possible, typically within thirty (30) days.

Thank you for trusting PowerUpSkill with your personal information. We are committed to protecting your privacy and providing a secure, transparent, and user-friendly platform.

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