



Privacy Policy + Terms



Privacy Policy

Effective Date: April 1, 2023

Last Updated: June 25, 2026

The Moonlit Lab, LLC. “The Moonlit Lab,” “we,” “our,” or “us” respects your privacy. This Privacy Policy explains how we collect, use, share, and protect information when you visit our website, submit a form, communicate with us, or use our marketing services.

By using our website or submitting information to us, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

Personal Information You Provide

When you fill out a contact form, request a consultation, download a resource, subscribe to communications, or communicate with us directly, we may collect:

- ▶ Name
- ▶ Email address
- ▶ Phone number
- ▶ Company name
- ▶ Website URL
- ▶ Job title
- ▶ Project details or business information
- ▶ Any other information you choose to provide

Website and Usage Information

When you visit our website, we may automatically collect certain information, including:

- ▶ IP address
- ▶ Browser type
- ▶ Device type
- ▶ Pages visited
- ▶ Time spent on the website

- ▶ Referring website or source
- ▶ General location information
- ▶ Interactions with forms, buttons, and website content

We may collect this information through cookies, pixels, analytics tools, and similar technologies.

Client and Business Information

If you become a client, we may collect information needed to provide our services, including access to marketing platforms, advertising accounts, websites, analytics platforms, CRM systems, creative assets, campaign data, and other business materials you provide to us.

2. How We Use Information

We may use the information we collect to:

- ▶ Respond to inquiries
- ▶ Schedule consultations
- ▶ Provide marketing services
- ▶ Create proposals, strategies, campaigns, reports, and deliverables
- ▶ Improve our website and user experience
- ▶ Analyze website traffic and marketing performance
- ▶ Send emails, updates, and marketing communications
- ▶ Manage client relationships
- ▶ Protect our website, business, clients, and systems
- ▶ Comply with legal obligations

We do not use personal information for purposes that are materially different from those described in this Privacy Policy without providing appropriate notice.

3. Cookies and Tracking Technologies

Our website may use cookies, pixels, tags, analytics scripts, and similar technologies to understand how visitors interact with our website and to improve our marketing efforts.

These technologies may be provided by third-party platforms such as Google Analytics, Google Ads, Meta,



LinkedIn, HubSpot, or other marketing and analytics providers.

You may be able to control cookies through your browser settings. Please note that disabling cookies may affect certain website functionality.

4. How We Share Information

We do not sell your personal information in the traditional sense.

We may share information with trusted third parties when necessary to operate our business, provide services, or improve our marketing. These may include:

- ▶ Website hosting providers
- ▶ CRM and email marketing platforms
- ▶ Analytics providers
- ▶ Advertising platforms
- ▶ Payment processors
- ▶ Contractors, vendors, and service providers
- ▶ Legal, accounting, or professional advisors

We may also disclose information if required by law, to protect our rights, to prevent fraud or misuse, or in connection with a business transfer such as a merger, acquisition, or sale of assets.

5. Client Account Access and Data

As part of our services, clients may provide The Moonlit Lab with access to websites, advertising accounts, analytics platforms, CRM systems, email platforms, social media accounts, and other business tools.

We use this access only to perform the services agreed upon with the client. Clients are responsible for ensuring they have the proper rights and permissions to provide us with access to any accounts, data, platforms, or materials.

6. Data Security

We take reasonable measures to protect the information we collect from unauthorized access, loss, misuse, or disclosure. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain information for as long as reasonably necessary to provide services, maintain business records, comply with legal obligations, resolve disputes, and enforce agreements.

8. Your Privacy Choices

Depending on where you live, you may have certain rights regarding your personal information. These may include the right to:

- ▶ Request access to personal information we have about you
- ▶ Request correction of inaccurate information
- ▶ Request deletion of certain information
- ▶ Opt out of certain marketing communications
- ▶ Limit certain uses or disclosures of personal information

To make a privacy request, contact us at:

Email: mark@themoonlitlab.com

Business Name: The Moonlit Lab, LLC.

Address: 3820 Executive Way, Miramar, FL 33025

9. Email Communications

You may unsubscribe from marketing emails at any time by clicking the unsubscribe link in our emails or contacting us directly.

Please note that we may still send transactional or service-related communications when necessary.

10. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices, content, or policies of third-party websites.



11. Children's Privacy

Our website and services are intended for businesses and individuals who are at least 18 years old. We do not knowingly collect personal information from children or individuals under the age of 18. If we become aware that we have collected personal information from someone under 18, we will take reasonable steps to delete that information.

12. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised "Last Updated" date.

13. Contact Us

For questions about this Privacy Policy or how your information is handled, contact us at:

The Moonlit Lab, LLC.

Email: mark@themoonlitlab.com

Address: 3820 Executive Way, Miramar, FL 33025

Terms & Conditions

Effective Date: April 1, 2023

Last Updated: June 25, 2026

These Terms & Conditions "Terms" govern your use of the website operated by The Moonlit Lab, LLC. "The Moonlit Lab," "we," "our," or "us."

By accessing or using our website, you agree to these Terms. If you do not agree, please do not use our website.

1. Website Use

The content on this website is provided for general informational and marketing purposes only. You may use this website only for lawful purposes and in accordance with these Terms.

You agree not to:

- ▶ Use the website in a way that violates any law or regulation
- ▶ Attempt to gain unauthorized access to the website or related systems
- ▶ Interfere with website security or functionality
- ▶ Copy, scrape, reproduce, or exploit website content without permission
- ▶ Submit false, misleading, harmful, or unlawful information through our forms

2. No Guarantee of Results

The Moonlit Lab provides marketing strategy, creative, advertising, website, content, analytics, and related services.

While we strive to produce meaningful business outcomes, we do not guarantee specific results, including but not limited to:



- ▶ Revenue growth
- ▶ Lead volume
- ▶ Search engine rankings
- ▶ Advertising performance
- ▶ Return on ad spend
- ▶ Conversion rates
- ▶ Social media performance
- ▶ Website traffic
- ▶ AI visibility or citation outcomes

Marketing results depend on many factors outside of our control, including market conditions, competition, budget, sales process, offer strength, platform changes, client responsiveness, and customer behavior.

3. Website Content

All content on this website, including text, graphics, logos, images, videos, downloads, frameworks, layouts, and other materials, is owned by or licensed to The Moonlit Lab unless otherwise stated.

You may not copy, reproduce, distribute, modify, or use our content for commercial purposes without prior written permission.

4. Proposals, Strategies, and Recommendations

Any proposal, audit, strategy, recommendation, estimate, or consultation provided by The Moonlit Lab is based on the information available at the time it is created.

Recommendations are not guarantees of performance. Final scope, pricing, timelines, and deliverables are subject to written agreement between The Moonlit Lab and the client.

5. Client Responsibilities

Clients are responsible for providing accurate information, timely feedback, necessary account access, approvals, brand assets, and any other materials required for The Moonlit Lab to perform services.

Clients are also responsible for ensuring that their own products, services, claims, offers, ads, websites, and business practices comply with applicable laws, industry regulations, and platform policies.

6. Third-Party Platforms

Our services may involve third-party platforms such as Google, Meta, LinkedIn, HubSpot, WordPress, Shopify, analytics tools, CRM systems, hosting providers, and other software platforms.

The Moonlit Lab is not responsible for outages, changes, restrictions, account suspensions, policy updates, data loss, or performance issues caused by third-party platforms.

Clients are responsible for complying with the terms and policies of any third-party platforms used in connection with their marketing.

7. Payment and Service Agreements

Payment terms, project scope, timelines, cancellation terms, ownership rights, and deliverables are governed by the applicable proposal, statement of work, invoice, or service agreement between The Moonlit Lab and the client.

In the event of a conflict between these website Terms and a signed client agreement, the signed client agreement will control.

8. Intellectual Property

Unless otherwise agreed in writing, The Moonlit Lab retains ownership of its pre-existing materials, processes, methods, templates, frameworks, strategies, systems, and know-how.

Client-owned materials remain the property of the client.

Ownership of final deliverables will be determined by the applicable client agreement, proposal, or statement of work.



9. User Submissions

If you submit information through our website, including contact forms, project inquiries, or other communications, you represent that the information is accurate and that you have the right to provide it.

You grant The Moonlit Lab the right to use submitted information to respond to your inquiry, provide requested information, prepare proposals, and perform related business activities.

10. Third-Party Links

Our website may include links to third-party websites. These links are provided for convenience only. We do not control and are not responsible for third-party websites, content, policies, or practices.

11. Disclaimer of Warranties

This website is provided on an “as is” and “as available” basis. We do not guarantee that the website will be uninterrupted, error-free, secure, or free from harmful components.

To the fullest extent permitted by law, The Moonlit Lab disclaims all warranties, express or implied, related to the website and its content.

12. Limitation of Liability

To the fullest extent permitted by law, The Moonlit Lab will not be liable for any indirect, incidental, consequential, special, punitive, or exemplary damages arising from your use of the website or reliance on website content.

13. Indemnification

You agree to indemnify and hold harmless The Moonlit Lab, its owners, employees, contractors, partners, and affiliates from any claims, damages, losses, liabilities, costs, or expenses arising from your use of the website, your violation of these Terms, or your violation of any rights of another party.

14. Governing Law

These Terms are governed by the laws of the State of Florida, without regard to conflict of law principles.

Any disputes arising from these Terms or your use of the website will be handled in the appropriate courts located in Florida, unless otherwise required by law.

15. Changes to These Terms

We may update these Terms from time to time. The updated version will be posted on this page with a revised “Last Updated” date.

16. Contact Us

For questions about these Terms, contact us at:

The Moonlit Lab, LLC.

Email: mark@themoonlitlab.com

Address: 3820 Executive Way, Miramar, FL 33025



Contact

address

3820 Executive Way
Miramar, FL 330254

email

mark@themoonlitlab.com

website

www.themoonlitlab.com
