Loren Weisman
Brand Communications and Optics Strategist
Orlando, Florida · Working worldwide

Privacy Policy

> Effective August 20, 2026. Last updated October 1, 2026. This policy explains what information lorenweisman.com collects, why it is collected, who it is shared with, how long it is kept, and the choices you have. It is written to be read, not to be skimmed past.

1. Who Is Responsible

This website is operated by Loren Weisman, doing business as Loren Weisman Brand Communications and Optics Strategies, based in Orlando, Florida, United States of America. For any question about this policy or about your information, write to speaking@lorenweisman.com.

2. The Short Version

This site does not run advertising trackers, and it does not run third party analytics or advertising pixels on its pages. There is no visitor profiling here and nothing about you is sold. The information collected is what you choose to send, plus the ordinary technical records a web server keeps.

3. What You Send Us

When you email, use a contact form, submit a podcast guest inquiry, or book a consultation, you provide information yourself. Depending on what you send, that can include:

Your name.

Your email address.

Your phone number, if you give one.

Your organization or event details.

Anything else you choose to write in your message.

This is used to answer you, to arrange or carry out work you asked about, and to keep a record of the exchange. It is not added to a marketing list unless you ask to be added.

4. What Is Collected Automatically

Like nearly every website, the hosting server keeps standard log records. These can include your IP address, the browser and device type you used, the pages requested, the referring page, and the date and time. These records exist for security, for troubleshooting, and for keeping the site running.

5. Comments

Where commenting is open on a post, submitting a comment records the name, email address, and comment text you enter, along with your IP address and browser information, which helps with spam detection. Comment avatars are served by Gravatar, an Automattic (opens in a new tab) service, which receives a hashed version of your email address for that purpose.

6. Embedded Content From Other Sites

Some pages embed content from other platforms, including YouTube videos and podcast players from services such as Spotify, Apple Podcasts, iHeartRadio, and others. Embedded content behaves as though you had visited that platform directly. Those platforms can collect information about you, set their own cookies, and apply their own tracking, all under their own privacy policies rather than this one.

If you would rather not load them, you can open the podcast or the video on the platform of your choice instead of using the embed.

7. Cookies

Cookies set by this site itself are limited to what WordPress and the caching layer need in order to function, for example remembering that you left a comment or serving you the correct cached page. Third party cookies can be set by the embedded players described in Section 6.

You control cookies through your browser, which can block or delete them. Blocking cookies from this site does not stop you reading it. More detail is on the Cookies Policy page and in Opt Out Preferences.

8. Service Providers

A small number of providers process information on our behalf in order to run this site:

Hostinger, which hosts the website and the email, and therefore holds the server logs and message content described above.

Automattic, through Gravatar, for comment avatars.

These providers act on instructions for the purpose of running the site. Information is not sold, rented, or traded to anyone.

9. When Information Is Shared

Information you send is shared outside of that only when one of the following applies:

You ask for it to be shared, for example when an introduction is requested.

It is needed to carry out work you engaged us for, and your written agreement provides for it.

The law requires it, such as a valid legal process.

It is needed to establish, exercise, or defend a legal claim.

10. How Long Information Is Kept

Correspondence: kept while the matter is active and afterward as a business record, then deleted on request unless a legal or contractual reason requires keeping it.

Comments: kept with the post while the post is published.

Server logs: kept on the standard retention cycle of the hosting provider.

Engagement records: kept for the period required for tax, accounting, and contract purposes.

11. Your Rights

Wherever you are, you can ask for the following, and the request will be handled:

A copy of the information held about you.

Correction of information that is wrong or out of date.

Deletion of information, where there is no legal or contractual reason to keep it.

Removal from any email list, at any time.

Residents of California have rights under the California Consumer Privacy Act, as amended, including the right to know what personal information is collected and the right to delete it. Personal information is not sold or shared for cross context behavioral advertising, so there is nothing to opt out of on that point.

People in the United Kingdom, the European Economic Area, and other jurisdictions with comparable law have rights of access, correction, erasure, restriction, objection, and portability. Where processing is based on your consent, you can withdraw that consent at any time, and withdrawing it does not affect processing that already took place.

To make any request, write to speaking@lorenweisman.com. You may be asked to confirm your identity before a request is carried out, so that information is not disclosed to the wrong person.

12. Security

The site is served over HTTPS, and administrative access is limited. No website can promise perfect security, and no such promise is made here. If a breach affecting personal information occurs, affected people and any required authority will be notified as the law requires.

13. Children

This website is meant for a business audience and is not directed to children under 13. Information is not knowingly collected from children under 13. If you believe a child has sent information through this site, write to speaking@lorenweisman.com and it will be deleted.

The Alphabet Animal Adventures Across America App. The free Alphabet Animal Adventures Across America App at lorenweisman.com/alphabet-app is made for children ages 4 to 8 to use with a grown-up. It does not ask for or collect any personal information. It has no sign in, no account, no ads, no analytics and nothing to buy. The friends a child makes and saves are kept only on that device, in the browser's own storage, and are never sent anywhere; the Clear button removes them. Read it to me uses only a reading voice that runs on the device itself. Links that leave the app are only under For grown-ups, behind a grown-up question. Like every page on this site, the server keeps the ordinary technical records described in section 4.

14. International Visitors

This website is operated from the United States. If you visit from another country, the information described here is processed in the United States, where privacy law may differ from

the law where you live. Using this site means you understand that.

15. Artificial Intelligence

Information you send through this website is not used to train artificial intelligence or machine learning models. The full position on AI is on the AI Usage Statement page.

16. Changes to This Policy

This policy may be updated. The “Last updated” date at the top of the page shows when the most recent change was made. Where a change is material, a notice will be posted on the site.

17. Contact

Loren Weisman

Loren Weisman Brand Communications and Optics Strategies

Orlando, Florida, United States of America

Email: speaking@lorenweisman.com

Contact page: lorenweisman.com/contacting-me

The current version of this document is published at lorenweisman.com/privacy-policy and that published version controls.