



Penny Locaso

THE PSYCHOLOGY OF AI

• PENNYLOCASO.COM

Privacy Policy

Last updated: September, 2026

This policy explains what personal information pennylocaso.com collects, why, and how it's handled. It applies to this website and the mailing list you can join here.

What we collect

When you join the mailing list or download a resource, we collect:

- First name
- Job title
- Email address

We also use website analytics (Google Analytics) to understand how the site is used. This collects standard technical information such as browser type, device, and pages visited. It does not identify you personally.

Why we collect it

We use this information to:

- Send you the resources you've requested
- Send occasional emails about the work I do that will be of interest
- Understand which content is useful, so we can improve the site

We don't use your information for anything beyond this, and we don't sell it.

Who we share it with

Your information is stored with our email service provider, [Kit], which processes it on our behalf to send emails. It may also pass through our website host, [hosting provider], and analytics provider named above. We don't share it with anyone else.

How long we keep it

We keep your details for as long as you're subscribed to the mailing list, or until you ask us to delete them.

Your rights

You can:

- Unsubscribe at any time using the link in any email
- Ask what information we hold about you
- Ask us to correct or delete it

To do any of this, contact penny@pennylocaso.com

Cookies

This site uses cookies for basic analytics as described above. You can disable cookies in your browser at any time; the site will still work, though we won't be able to see how it's used.

Where this policy applies

This site is operated from Australia and is available to visitors in Australia, the United States, and elsewhere. We handle personal information in line with the Australian Privacy Principles under the Privacy Act 1988, and take reasonable steps to meet applicable requirements for visitors elsewhere, including the CAN-SPAM Act for email communications sent to US-based subscribers.

Changes to this policy

We may update this policy from time to time. The date at the top shows when it was last changed.



Contact

Questions about this policy or your information: contact
penny@pennylocaso.com