

BABL Privacy Policy

Effective date: September 10, 2026

BABL LLC ("BABL," "we," "us," or "our") operates bablhq.com and the BABL membership community (together, the "Services"). This Privacy Policy explains what personal data we collect, why we collect it, how we use it, and the choices and rights you have — including the additional rights available to individuals in the European Economic Area, the United Kingdom, and Switzerland ("EU/UK") under the GDPR and UK GDPR.

We've tried to write this in plain language rather than dense legal text. If anything is unclear, email us at privacy@bablhq.com.

1. Who this applies to

This Policy covers:

- Visitors to bablhq.com
- Prospective members who request or receive a referral
- BABL members
- Event guests and attendees

2. Information we collect

Information you give us directly

- Name, email address, phone number, employer, job title, and LinkedIn or other professional profile links (submitted through referral requests, membership applications, or event RSVPs)
- Payment and billing information when you pay membership dues (processed by our payment processor, **Hubspot** — BABL does not store your full card number)
- Messages, posts, and content you share within BABL community channels (including WhatsApp groups, Wings, and Regional Communities)
- Communications you send us directly (e.g., emails to conduct@bablhq.com or privacy@bablhq.com)

Information collected automatically

- Website usage data (pages visited, referring site, device/browser type) via cookies and similar technologies, including **Google Analytics**
- Basic delivery and engagement data on emails we send (opens, clicks) through **HubSpot**, which we use as our CRM and email platform

Information from third parties

- Referral information provided by an existing member who nominates you
- Information made available to us by **WhatsApp/Meta** as part of operating community groups on that platform (subject to WhatsApp's own terms and privacy policy, which also apply to your use of WhatsApp)

3. How we use your information

We use personal data to:

- Evaluate referrals and membership applications
- Administer membership: billing, renewals, access to community channels, events, and workshops
- Operate and moderate the BABL community, including enforcing the [Membership Terms of Service](#) and Code of Conduct
- Communicate with you about your membership, events, and BABL updates
- Send marketing communications where permitted (you can opt out at any time)
- Improve bablhq.com and our programming
- Meet legal, tax, and accounting obligations
- Investigate and respond to reported violations of our Code of Conduct

Legal bases for processing (EU/UK members and visitors): we rely on (a) performance of our membership contract with you, (b) our legitimate interests in operating a vetted, safe professional community, (c) your consent, where we ask for it (e.g., optional marketing emails), and (d) compliance with legal obligations.

4. How we share information

We do not sell personal data. We share it only in these circumstances:

- **Service providers** who process data on our behalf, currently Hubspot (payments), HubSpot (CRM/email), Google Analytics (site analytics), and WhatsApp/Meta (community messaging).
- **Event sponsors:** sponsors of a BABL event receive an attendee list for that specific event as a standard sponsor deliverable. We will always identify when an event is sponsored, and you may ask to be excluded from that list.

- **Other members**, in limited form (e.g., your name and professional background may be visible to other members as part of the community directory or community channels), consistent with the confidentiality expectations in our Code of Conduct.
- **Legal and safety reasons**: where required by law, regulation, legal process, or to protect the rights, safety, or property of BABL, our members, or others.
- **Business transfers**: if BABL is involved in a merger, acquisition, or sale of assets, personal data may be transferred as part of that transaction.

5. International data transfers

BABL is based in the United States, and personal data is generally processed and stored in the U.S. If you are located in the EU/UK, your data will be transferred outside the EU/UK. Where required, we rely on appropriate safeguards for such transfers, such as the EU Standard Contractual Clauses (and the UK International Data Transfer Addendum), with our service providers.

6. Data retention

We retain personal data for as long as you are a BABL member, and for a reasonable period afterward to satisfy legal, tax, accounting, and dispute-resolution requirements, after which it is deleted or anonymized.

7. Your privacy rights

Depending on where you live, you may have the right to:

- Access the personal data we hold about you
- Correct inaccurate data
- Delete your data ("right to be forgotten")
- Restrict or object to certain processing
- Receive a portable copy of your data
- Withdraw consent at any time, where processing is based on consent
- Opt out of marketing emails (via the unsubscribe link or by emailing us)

EU/UK members also have the right to lodge a complaint with your local data protection supervisory authority.

To exercise any of these rights, email privacy@bablhq.com. We will respond within the timeframe required by applicable law (generally within 30 days for GDPR/UK GDPR requests).

8. Cookies

Our website uses cookies and similar technologies to operate the site and understand how it's used, including Google Analytics. Where required by law, we will ask for your consent before setting non-essential cookies, and you can manage cookie preferences through your browser settings.

9. Children's privacy

BABL membership and our Services are intended for professional adults. We do not knowingly collect personal data from anyone under 18.

10. Security

We use reasonable administrative, technical, and organizational safeguards to protect personal data. No system is completely secure, and we cannot guarantee absolute security.

11. Changes to this Policy

We may update this Privacy Policy from time to time. Material changes will be communicated to members in advance. The "Effective date" above reflects the latest revision.

12. Contact us

BABL LLC, 3412 N Sугan Rd., New Hope, PA, 18938 Email: privacy@bablhq.com.