

FYRELK LLC
Privacy Policy — Website (fyrelk.com)

Applies to: <https://fyrelk.com>

Last Updated: June 9, 2026

This Privacy Policy describes how Fyrelk LLC ("Fyrelk," "we," "us," or "our") collects, uses, and handles information in connection with your use of our website located at <https://fyrelk.com> (the "Site"). This policy applies to the website only. For privacy practices related to our software products, see the applicable product privacy policy at [https://fyrelk.com/privacy/\[product-name\]](https://fyrelk.com/privacy/[product-name]).

This Site is intended for use by residents of the United States only.

1. Information We Collect

1.1 Analytics (Google Analytics 4)

We use Google Analytics 4 (GA4) to understand how visitors use the Site. GA4 automatically collects:

- IP address (anonymized by Google)
- Browser type and version
- Device type and operating system
- Pages visited and time spent on each page
- Referring website or source

This data is processed by Google LLC in accordance with their privacy policy. We use it solely to improve the Site. GA4 uses first-party cookies to distinguish sessions. By using the Site, you consent to this use.

1.2 Newsletter Subscriptions (Kit)

If you subscribe to our newsletter, we collect your email address through Kit (formerly ConvertKit). We use this solely to send product updates, announcements, and company news. You may unsubscribe at any time using the link in any email. We do not sell or share your email address with third parties.

1.3 Support Contact Form (Formspree)

Our support contact form is powered by Formspree. When you submit a request, your name, email address, and message are transmitted to Formspree and forwarded to support@fyrelk.com. We retain this information only as long as necessary to resolve your request.

1.4 Idea Submissions (Google Forms)

Our "Have an Idea?" page uses Google Forms. Submissions are stored in Google Sheets and used solely to inform product development decisions. Submissions are anonymous unless you choose to include contact information.

1.5 Purchase Data (LemonSqueezy)

Software purchases are processed by LemonSqueezy as our merchant of record. LemonSqueezy collects your name, email address, and payment information to complete your purchase. Fyrelk receives your email address and order details to fulfill your license. LemonSqueezy handles all payment processing, tax compliance, and re-download access. Please refer to LemonSqueezy's privacy policy for details on how they handle your payment data.

2. Cookies

The Site uses cookies placed by Google Analytics 4 for session tracking and analytics purposes as described in Section 1.1. We do not use advertising cookies, retargeting cookies, or any third-party tracking cookies beyond GA4. You may disable cookies in your browser settings; doing so may affect certain Site functionality.

3. How We Use Information

We use the information collected through the Site to:

- Understand how visitors use the Site and improve its content and performance
- Send newsletters and product updates to subscribers
- Respond to support requests
- Fulfill software license purchases
- Inform product development decisions

We do not sell, rent, or share your personal information with third parties for their own marketing purposes.

4. Third-Party Services

The Site integrates with the following third-party services, each governed by their own privacy policies:

- Google Analytics 4 — analytics
- Kit (formerly ConvertKit) — newsletter
- Formspree — support contact form
- Google Forms / Google Sheets — idea submissions
- LemonSqueezy — payment processing and license delivery
- Discord — community server

The Site may contain links to third-party websites. Fyrelk is not responsible for the privacy practices of any linked third-party sites.

5. Data Retention

Newsletter email addresses are retained until you unsubscribe. Support form submissions are retained as long as necessary to resolve your request. Analytics data is retained per Google's default retention settings. Purchase records are retained as required for tax and business compliance purposes.

6. Children's Privacy

The Site is not directed at children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe a child has submitted personal information through the Site, please contact us and we will delete it promptly.

7. Your Rights

Depending on your location, you may have rights regarding your personal data, including the right to access, correct, or request deletion of information we hold about you. To exercise any such rights, contact us at the address below. Note that most data collected through the Site is processed by third-party services (Google, Kit, Formspree, LemonSqueezy); requests related to that data should be directed to those services.

8. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top of this document reflects the most recent revision. We will post the updated policy at <https://fyrelk.com/privacy>. Continued use of the Site after any changes constitutes your acceptance of the updated policy.

9. Contact Us

For questions or concerns regarding this Privacy Policy, please contact:

Fyrelk LLC

6650 Rivers Ave, Ste 100

Charleston, SC 29406

Email: support@fyrelk.com

Website: <https://fyrelk.com>

This Privacy Policy is effective as of June 9, 2026.