

Lumi Privacy Policy

Last updated: June 2026

This Privacy Policy explains how Lumi collects, uses and protects your personal information when you use our website, create an account, start a free trial, buy a subscription, use the Lumi workspace, contact us, or interact with our emails and services.

Lumi is operated by Alexandra Stancu.

Business address: 99 Oulton Street, Lowestoft, NN32 3BA, UK

Email: hello@alexandra-stancu.com

Support email: support@alexandra-stancu.com

In this Privacy Policy, "Lumi", "we", "us" and "our" means the business operating Lumi. "You" and "your" means the person using Lumi.

1. What Lumi is

Lumi is an online funnel workspace that helps coaches, course creators, consultants and expertise-led businesses plan, map, create, improve and grow the funnel behind their offers.

When you use Lumi, you may enter information about your business, offer, audience, funnel, copy, buyer journey, marketing assets, automation plans, optimisation priorities and growth goals.

This Privacy Policy explains how we handle that information.

2. Our role

For most personal information collected through Lumi, we are the data controller. This means we decide why and how your personal information is used.

Some third-party providers we use, such as hosting, payment, analytics, email and AI service providers, may process personal information on our behalf or act as separate controllers depending on how their services work.

3. Personal information we collect

We may collect and use the following types of personal information.

Account information

This may include your name, email address, login details, account settings, subscription status and account activity.

Business profile information

This may include information you enter into Lumi about your business, audience, offer, niche, pricing, stage, goals, traffic sources, buyer journey, funnel, copy, automation needs, optimisation priorities and growth plans.

Workspace content

This may include prompts, answers, notes, generated outputs, saved sessions, strategy notes, maps, copy drafts, recommendations, exports and any other content you create or submit inside Lumi.

Payment and subscription information

This may include your subscription plan, payment status, billing history, trial status, renewal date and cancellation status.

We do not store your full card details. Payments are handled by our payment provider.

Communication information

This may include emails you send us, support requests, feedback, survey responses, testimonials, questions, complaints and other messages.

Marketing information

This may include whether you have joined our email list, opened emails, clicked links, unsubscribed, or interacted with our marketing.

Technical and usage information

This may include your IP address, browser type, device type, operating system, pages viewed, features used, session activity, error logs, approximate location, referral source and other analytics information.

Cookies and similar technologies

We may use cookies or similar technologies to help Lumi work properly, remember preferences, understand website usage, improve the product and support marketing.

Where required, we will ask for your consent before using non-essential cookies.

4. How we collect your information

We collect personal information when you:

- visit the Lumi website;
- create an account;
- start a free trial;

buy or manage a subscription;
use the Lumi workspace;
enter business information, prompts or answers;
generate or export outputs;
contact us for support;
join our email list;
give feedback or complete a form;
interact with our emails, website or product.

We may also receive limited information from third-party tools we use to run Lumi, such as payment processors, hosting providers, analytics tools, email providers and authentication providers.

5. How we use your information

We use your personal information to:

create and manage your Lumi account;
provide access to the Lumi workspace;
process your prompts and generate outputs;
save your sessions, workspaces and exports;
manage free trials, subscriptions, payments and cancellations;
send service emails about your account, trial, subscription or important product updates;
respond to support requests and questions;
improve Lumi's features, workflows, prompts, user experience and reliability;
monitor product performance, errors, security and misuse;
send marketing emails where allowed;
understand how people use Lumi and our website;
protect our business, users, systems and legal rights;
comply with legal, tax, accounting and regulatory obligations.

6. Lawful basis for using your information

Under UK data protection law, we need a lawful basis to use your personal information.

We may rely on the following lawful bases.

Contract

We use your information where it is necessary to provide Lumi to you, manage your account, process your subscription, deliver outputs, provide support and send service messages.

Legitimate interests

We use your information where it is necessary for our legitimate business interests, provided your rights do not override those interests.

This may include improving Lumi, understanding product usage, fixing errors, protecting security, preventing misuse, responding to business enquiries, keeping business records and sending certain marketing communications where allowed.

Consent

We use consent where required, such as for some marketing emails, optional cookies, testimonials, or other situations where we ask for clear permission.

You can withdraw consent at any time.

Legal obligation

We may use your information where necessary to comply with legal, tax, accounting, regulatory or reporting obligations.

7. AI processing and generated outputs

Lumi may use artificial intelligence tools and third-party AI providers to process your prompts, business information and workspace content so that Lumi can generate strategy notes, maps, copy, recommendations and other outputs.

You should not enter highly sensitive information into Lumi, including:

- passwords;
- full payment card details;
- medical or health information;
- legal case details;
- confidential client information you are not authorised to share;
- children's data;
- special category data;
- anything you would not want processed by an online software tool.

We use reasonable steps to work with appropriate providers, but you remain responsible for deciding what information is suitable to enter into Lumi.

8. Marketing emails

If you join our email list, create an account, start a free trial or buy from us, we may send you emails about Lumi, product updates, relevant resources, offers and related services.

You can unsubscribe from marketing emails at any time by clicking the unsubscribe link in the email or contacting us.

You may still receive essential service emails about your account, subscription, trial, payments, security or important product changes.

9. Who we share your information with

We may share personal information with trusted third-party service providers who help us run Lumi.

These may include:

website and app hosting providers;
database and storage providers;
payment processors;
email marketing providers;
transactional email providers;
analytics providers;
AI service providers;
customer support tools;
authentication providers;
professional advisers, such as accountants or legal advisers;
regulators, authorities or law enforcement where required by law.

We only share personal information where necessary and appropriate.

We do not sell your personal information.

10. International transfers

Some of the third-party providers we use may process personal information outside the UK.

Where this happens, we take reasonable steps to make sure appropriate safeguards are in place, such as adequacy regulations, standard contractual clauses, international data transfer agreements, or other lawful transfer mechanisms.

11. How long we keep your information

We keep personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy.

In general:

account information is kept while your account is active and for a reasonable period after closure;
workspace content may be kept while your account is active, unless deleted earlier by you or by us;
payment and transaction records may be kept for tax, accounting and legal purposes;
support messages may be kept for a reasonable period so we can manage enquiries and improve support;
marketing data is kept until you unsubscribe or ask us to delete it, unless we need to keep limited records to respect your unsubscribe request;
technical logs and analytics data are usually kept for a limited period unless needed for security, debugging or legal reasons.

We may keep some information longer where required by law, to resolve disputes, prevent misuse, enforce our terms, or protect our legal rights.

12. Your data protection rights

Depending on your location and the circumstances, you may have the right to:

ask for access to your personal information;
ask us to correct inaccurate or incomplete information;
ask us to delete your personal information;
ask us to restrict how we use your information;
object to certain uses of your information;
ask for a copy of your information in a portable format;
withdraw consent where we rely on consent;
complain to the Information Commissioner's Office.

To exercise your rights, contact us at hello@alexandra-stancu.com or support@alexandra-stancu.com.

We may need to verify your identity before responding.

13. Deleting your account or content

You can request deletion of your account or personal information by contacting us.

Deleting your account may also delete or limit access to saved Lumi workspaces, sessions, outputs and exports.

We may need to keep some information where required for legal, accounting, security, dispute resolution or legitimate business reasons.

14. Security

We take reasonable steps to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration or destruction.

However, no online service can be completely secure. You are responsible for keeping your login details safe and for choosing what information you enter into Lumi.

If you believe your account has been accessed without permission, contact us as soon as possible.

15. Children

Lumi is not intended for children.

You must be at least 18 years old to use Lumi. We do not knowingly collect personal information from children.

16. Links to other websites

Lumi may contain links to other websites, platforms, tools or services.

We are not responsible for the privacy practices, content or policies of third-party websites or services. You should read their privacy policies before sharing personal information with them.

17. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

If we make material changes, we will take reasonable steps to let you know, such as by email or in-app notice.

The updated version will apply from the date shown at the top of this page.

18. How to contact us

If you have questions about this Privacy Policy or how we use your personal information, contact:

Alexandra Stancu

Email: hello@alexandra-stancu.com

Support: support@alexandra-stancu.com

Business address: 99 Oulton Street, Lowestoft, NN32 3BA, UK

19. Complaints

If you are unhappy with how we handle your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office, the UK data protection regulator.

Website: ico.org.uk

Phone: 0303 123 1113