

Information Site

Privacy Notice



Modified on: July 21, 2025

Effective Date: July 1, 2025

1. Who We Are

- Boom Learning is a trade name of Omega Labs Inc., a corporation based in Washington state.
- [Email](#) customer support
- [Email](#) for agreements
- [Email](#) for sales
- Mailing address: 9805 NE 116th ST STE 7198 Kirkland WA 98034
- Customer service phone: 1-833-969-2666

2. Who This Notice Is For

- This notice is for adult users who interact with our information sites, customer services teams, sales and marketing teams, and our social sites.
- We only direct our marketing and sales efforts to adults, not to students. We do not intentionally advertise to minors.
- A separate [General Privacy Notice](#) applies to our handling of personal data provided to us by users of the Boom App. See our [Trust Center](#) for all legal terms and notices.
- Our [Informational Sites Cookie Declaration](#) is incorporated into this notice.

3. When We Collect Your Info: We may collect your information for marketing or sales purposes if:

- You contact us about buying something for yourself or an entity.
- You show interest in our products.
- You visit our landing pages, blog, or social media pages.
- Someone recommends that we contact you.
- You ask to receive one of our email newsletters.
- We use a purchased list with your information on it (such as from a conference we attend).
- You purchased a service or product from us for yourself and are an adult.

4. What We Mean by "Information" or "Info": We use Information and Info to refer to anything like your name, email address, location, or anything else that can uniquely identify you as a person.

5. Why We Collect Your Info: We use your information to:

- Send you messages that match your interests.
- Understand what you are looking for, and
- Show you content that is relevant to you.

6. What Kinds of Info We Collect: We may collect:

- Contact Info: name, email address, phone number, address, job title, school or business name
- Demographics: age, gender, job type (sometimes shared with us by social media sites)
- Technical info: IP address, browser, device type, and how you use our site
- Comments: what you write in our community and social site areas or feedback you provide to our sales or support teams
- Event data: clicks, opens, page views, and other actions on our site

7. Your Data Rights

- You have the right to:
 - Unsubscribe from our emails,
 - Ask us what information we have about you,
 - Ask us to fix or delete your information, and
 - Reach out to your local privacy authority if needed.
- Please note that you may need to separately unsubscribe from one-to-one messages from our sales team even if you have unsubscribed from our marketing messages. Check the message footer for the [unsubscribe](#) and [communication preferences](#) links.
- If you need help exercising your rights, you can [submit a data privacy request](#).
 - Your name and address will only be used to confirm your identity, to identify your records, and to respond to your data privacy request. If we cannot confirm your identity with your email address matching information in our system, we will not be able to process your request.
 - You can have an agent contact us, but we will need proof that the agent is authorized to act for you.
 - If your information is stored with us on behalf of an entity, you need to reach out to that entity to make the request to identify, remove, or export your information.
 - If you are unable to help yourself, we will need proof of identity and connection to the account before acting on your request.
 - It may take 30-45 days to process your request.
 - If you disagree with our decision, you may ask a neutral third party to review it. One option is to [ask us to open a JAMS Virtual Mediation](#) process or you can open a [Virtual Arbitration](#).
 - We retain certain information we need for administering our business, like security logs, payment history, tax records, and certain customer service records.

4. You may delete additional data unless you do. We will not delete data unless you do. For example, you delete

- d. You may have additional rights where you live. We will not discriminate against you for exercising your rights.
- e. We do not sell consumer personal information. We do not share that information to others for advertising purposes except as discussed below in Section 10 (Who We Share Your Info With).
- f. If we sell our company, your information will be part of that sale or merger. The new company takes on our obligations to you. We will tell you if we sell our company.

8. How Long We Store Your Info

- a. We may keep your data until you ask us to delete it or we are required by law to do so.
- b. We also may routinely delete older data that we no longer have a business reason to keep.

9. Who We Share Your Info With

- a. **Social Sites:** If you visit us from a social site, they may share your info with us. We may use the info you share with the social site to show you ads and messages that match your interests. If you opt in to help us build our business, we may upload your info to social sites to support our advertising and marketing activities (what is called remarketing).
- b. **Data Sent to Other Services:** Clicking any video from YouTube or Vimeo that we have embedded in a message, site, or social page is the same as visiting those sites. Those services will collect data about you and monitor your interaction with the embedded content. They may combine it with other information they know about you.
- c. **Partners:** Sometimes we team up with other companies to do marketing or sales together. These are called Partners. If you sign up for a Partner special offer, you'll be asked to agree both to this privacy notice and to our Partner's privacy terms. If you say yes, both we and the Partner can use your info to send you marketing and sales messages. Don't sign up for a Partner offer if you don't want this. We and/or our Partner may receive compensation for Partner offers.

10. **Cookies.** We use cookies on our information sites pages to provide you with a customized experience and relevant marketing. When you first visit our site, you are given the option to set your preferences regarding cookies. Please see the [Informational Site Cookie Policy](#) for details.

11. Ads and Promotions

- a. Educators who purchase Boom accounts directly are opted in to this Marketing Privacy Policy. They can opt out by [contacting us](#) or unsubscribing.
- b. Educators whose account was purchased by a school or organization must opt in to receive special offers.
- c. Administrators of entity accounts may contact our [sales team](#) to ask about discounts or special offers available to them.

12. Changes to This Notice

- a. We'll tell you about changes about how we use your information that affect your rights or responsibilities *before* they go into effect through our email newsletter (subscribe to legal notices).
- b. We don't bother you with notices about small updates (like reorganizing) that don't change your rights or responsibilities.
- c. The English version of each notice or supplement is the official one. Translations are for convenience only.

13. **Vendors:** We use vendors to help us with our sales and marketing activities. The table below lists the vendors who may have access to your personally identifiable information as part of providing services to us.

Vendor Table

Vendor Name	Purpose	Link to Policies	Location Data Stored	What You Should Know
Asana	Used to track customer-feature requests and to organize speakers for events.	Privacy	United States	We are the controller, and Asana is a processor acting on our behalf.
Google Analytics G4	To help us understand customer journeys in our marketing sites and in our pipeline	Privacy	Likely the United States but can be global.	We have turned on GDPR controls. If you turn on marketing cookies, we send an identifier we know to Google with events associated with you.
HubSpot	Manage sales opportunities, marketing communications, customer education, customer support, blog content, and our knowledge base	Data Processing Agreement Privacy Request Center	United States	We have turned on GDPR controls. We are the controller, and HubSpot is the processor on our behalf.
Calendly	Schedule calls	Privacy	United States	We are the controller, and Calendly is the processor on our behalf.
Microsoft Azure	Analyze marketing and sales data and customer journeys	Microsoft Trust Center	United States	We are the controller, and Microsoft is the processor on our behalf.
Microsoft Office 365	Deliver sales meetings, marketing and training webinars, conduct electronic communications			
Zoom	Deliver sales meetings and marketing webinars	Privacy	United States	We are the controller, and Zoom is a processor acting on our behalf.
ActiveCampaign	Deliver marketing, newsletter, and customer education emails	Privacy	United States	We are the controller, and ActiveCampaign is a processor acting on our behalf. Decommissioned in July 2025.
LearnWorld LMS	Deliver the Boom Training Academy	Privacy	United States	We are the controller and LearnWorld LMS is a processor. Forthcoming in 2025.
Ring Central	Telephone services for customer support and sales.	Privacy	United States	We are the controller and Ring Central is a processor on our behalf. Adopting summer of 2025 to replace FreshCaller. <i>Disclosure added July 21, 2025.</i>

