

Privacy Policy

A division of WMT Associates LLC — explains what information we collect through this website and course registration, and how it is used. Last updated: August 14, 2026.

01 Information We Collect

When you register for a course or contact us through this website, we may collect:

- Name, email address, and phone number
- Billing information processed directly by Stripe (Ardent does not receive or store full card numbers)
- Information you provide on registration or waiver forms, such as emergency contact details
- Basic website usage data (e.g., pages visited) if analytics tools are enabled

02 How We Use Your Information

We use collected information to:

- Process course registrations and payments
- Communicate with you about scheduling, cancellations, or course updates
- Maintain required records for firearms and safety course compliance
- Respond to inquiries submitted through this website

We do not sell your personal information to third parties.

03 Third-Party Services

We use the following third-party services, each governed by their own privacy policy:

- **Stripe** — payment processing for course registration
- **Our website hosting provider** — stores website data and submitted form information

These providers may process your information as necessary to deliver their services to us, subject to their own privacy and security practices.

04 Data Retention

We retain registration and waiver records for as long as reasonably necessary for legal, insurance, and safety compliance purposes related to firearms and CPR/First Aid training, and to respond to any future inquiries about your course history.

05 Cookies

This website may use cookies to support basic functionality (such as remembering form entries or supporting site analytics). You can disable cookies through your browser settings; doing so may affect some website functionality.

06 Children's Privacy

Our courses and this website are intended for adults. Where a minor participates in a course under the supervision or consent of a parent or legal guardian, information is collected from and on behalf of the parent or guardian, not directly from the minor.

07 Your Rights

You may request to review, correct, or request deletion of personal information we hold about you, subject to our legal and safety-compliance recordkeeping obligations for firearms and safety training. Contact us using the information below to make a request.

08 Changes to This Policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top of this page reflects the most recent revision.

09 Contact

Questions about this Privacy Policy, or requests regarding your personal information, can be directed to Ardent Training & Self-Defense Academy through the contact information provided on this website.

