

Privacy Policy + SMS Opt In Policy

Effective Date: January 1, 2026

1. Introduction

At Scialfa Performance Life Coaching, LLC (hereinafter referred to as "we," "our," or "us"), we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, store, and protect the information you provide when visiting our website, signing up for services, or engaging with us in any other way, including through SMS messaging.

By accessing or using our website and services, you consent to the practices outlined in this Privacy Policy.

2. Information We Collect

We collect personal information from you when you:

- Visit our website
- Opt-in to receive SMS messages
- Subscribe to newsletters or other content
- Register for our coaching services
- Interact with us via email, phone, or other communication platforms

The types of personal information we may collect include:

- **Contact Information:** Name, email address, phone number
- **Account Information:** Username, password, and other registration details
- **Payment Information:** Billing information and payment history (if applicable)
- **Usage Data:** Information about how you interact with our website and services, including device information, browsing history, and IP addresses

3. How We Use Your Information

We may use the information we collect to:

- Provide our coaching services and communicate with you about your account
- Process payments and fulfill orders
- Send marketing communications, including SMS and email, based on your preferences
- Improve our website and services through data analysis
- Comply with legal obligations and protect our rights

4. SMS Messaging and Consent

By opting in to receive SMS messages from us, you consent to receive text messages from Scialfa Performance Life Coaching, LLC at the phone number you provided. Message frequency may vary. Message and data rates may apply. You can opt-out at any time by replying "STOP" to any of our messages.

Your consent to receive SMS messages is not a condition of any purchase, and you can opt-in or opt-out at any time by following the instructions provided in our messages.

5. Data Sharing and Disclosure

We will not sell, rent, or trade your personal information to third parties. However, we may share your information with third parties in the following circumstances:

- **Service Providers:** We may share your information with trusted partners who help us operate our business, such as payment processors, website hosting providers, and email marketing services.
- **Legal Compliance:** We may disclose your information if required by law, such as in response to a subpoena or other legal processes.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our business, your information may be transferred to the new owner.

6. Data Security

We take reasonable precautions to protect your personal information. However, no method of transmission over the internet or method of electronic storage is 100% secure. We cannot guarantee the absolute security of your information.

7. Your Rights

You have the right to:

- Access and update your personal information
- Request the deletion of your personal information, subject to legal requirements
- Opt-out of receiving marketing communications and SMS messages
- Withdraw your consent for SMS messaging at any time by replying "STOP" to any text message

To exercise any of these rights, please contact us at [Insert Contact Email or Phone Number].

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Effective Date" at the top of this page will be updated accordingly. We encourage you to review this policy periodically.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Scialfa Performance Life Coaching, LLC
823 University Blvd. #105, Jupiter FL 33458
Email: melissa@melissascialfa.com
Phone: **(973) 342-3498**

Terms and Conditions

Effective Date: September 1, 2024

1. Introduction

These Terms and Conditions ("Terms") govern your use of the Scialfa Performance Life Coaching website and services, including all content, services, and features offered by Scialfa Performance Life Coaching, LLC ("we," "our," or "us"). By accessing or using our website or services, you agree to be bound by these Terms.

2. Use of Our Services

By using our website, signing up for services, or opting in to receive SMS messages, you agree to the following:

- You are at least 18 years old and have the legal capacity to enter into contracts.
- You will provide accurate, complete, and current information when registering for services or subscribing to receive communications.
- You will not use our services for any illegal, fraudulent, or unauthorized purpose.

3. SMS Messaging and Opt-In Consent

By opting into our SMS messaging service, you agree to receive text messages from Scialfa Performance Life Coaching, LLC at the phone number you provide. Message frequency may vary, and message/data rates may apply. You may opt-out at any time by replying "STOP" to any of our messages.

Your consent to receive SMS messages is voluntary and not a condition of purchase.

4. Payment and Billing

If applicable, you agree to provide accurate billing information and to pay any fees associated with the services you purchase. Payment is due upon receipt of an invoice, and late payments may result in a suspension of services.

5. Refund Policy

Refunds are provided on a case-by-case basis. If you are dissatisfied with our services, please contact us within 30 days of purchase to discuss your concerns.

6. Limitation of Liability

To the fullest extent permitted by law, Scialfa Performance Life Coaching, LLC shall not be liable for any indirect, incidental, special, or consequential damages arising from your use of our website or services. In no event shall our liability exceed the total amount you paid for the services in question.

7. Privacy

Your use of our website and services is governed by our Privacy Policy, which is incorporated into these Terms by reference. Please review our Privacy Policy to understand how we collect, use, and protect your personal information.

8. Termination

We reserve the right to terminate or suspend your access to our website or services at our discretion, including if you violate these Terms or fail to pay for services.

9. Governing Law

These Terms shall be governed by and construed in accordance with the laws of the state of [Insert State], without regard to its conflict of law principles.

10. Changes to These Terms

We may update these Terms from time to time. Any changes will be posted on this page, and the "Effective Date" at the top of this page will be updated accordingly. We encourage you to review these Terms periodically.

11. Contact Us

If you have any questions or concerns about these Terms and Conditions, please contact us at:

Scialfa Performance Life Coaching, LLC
823 University Blvd. #105, Jupiter FL 33458

Email: melissa@melissascialfa.com

Phone: (973) 342-3498

SMS Opt-In & Compliance Page

Business SMS Use Case Submission for (973) 342-3498 Number Verification

Business Name: Scialfa Performance Life Coaching, LLC

Brand Name: UnCaged Performance Mindset Coaching

Website: <https://coaching.melissascialfa.com/home>

Industry: Professional Coaching & Leadership Development

Contact Information: Melissa Scialfa, Founder/Owner 973-342-3498

1. OPT-IN Use Case Overview for (833)-313-0949

Business SMS Use Case Submission for (833)-313-0949 Number Verification

Business Name: Scialfa Performance Life Coaching, LLC

Website: <https://coaching.melissascialfa.com/home>

Opt In Page:

Industry: Professional Coaching & Leadership Development

Contact Information: melissa@melissascialfa.com / (973) 342-3498

1. Use Case Overview

Scialfa Performance Life Coaching, LLC will use the **800-number SMS service** for the following business operations:

- **Appointment Confirmations & Reminders:** Clients who schedule a discovery call, coaching session, or event will receive automated confirmation and reminder texts.
- **Event Follow-Ups:** Attendees of webinars, group debriefs, and workshops will receive post-event engagement messages.
- **Opt-In Workflows & Engagement:** Clients and prospects can opt-in to receive coaching insights, special announcements, and follow-up resources.
- **Client Support & Communication:** Current clients may receive personalized support messages related to their coaching journey.

This number will **not be used for marketing spam, cold outreach, or mass promotional messages**. All recipients will have provided **explicit consent** through a sign-up form, scheduling action, or opt-in workflow.

2. Messaging & Compliance Details

A. Opt-In Process

Users opt-in through the following methods:

1. **Website Forms** – Clients and leads opt-in via a form when booking a session, requesting resources, or signing up for an event.
2. **Calendly Booking Confirmation** – Clients agree to SMS reminders when scheduling via Calendly @ <https://calendly.com/melissa-melissascialfa>
3. **Event Registrations & Assessments** – Attendees opt-in via event sign-ups and assessments requiring SMS communication consent.
4. **Keyword-Based Opt-Ins** – Users can text a keyword (e.g., **PowerUp to (833)-313-0949**) to subscribe to updates.

Each opt-in process includes clear consent language:

"By providing your phone number, you agree to receive SMS reminders, event updates, and coaching insights from Scialfa Performance Coaching, LLC. Msg & data rates may apply. Reply STOP to opt out."

B. Example Message Content

Below are examples of the types of messages that will be sent via this SMS service:

- **Appointment Confirmation:**
**"Hi [Client Name]! This is Melissa from Scialfa Performance Coaching. Your appointment for [Date] at [Time] is confirmed. Please reach out to melissa@melissascialfa.com if you need to reschedule. Reply STOP to unsubscribe."*
- **Event Reminder:**
"Hey [Client Name], just a reminder that our [Event Name] is happening tomorrow at [Time]. Check your email for details, or reach out with any questions. Reply STOP to opt out."
- **Follow-Up Message:**
"Hello [Client Name], this is Melissa from Scialfa Performance Coaching. I wanted to follow up on our session yesterday—do you have any insights or questions you'd like to discuss? Feel free to reply or book a follow-up here: [<https://calendly.com/melissa-melissascialfa>]. Reply STOP to cancel."
- **Opt-In Confirmation:**
"Thanks for signing up for updates from Scialfa Performance Coaching! You'll receive

occasional insights, reminders, and coaching tips. Reply STOP to unsubscribe anytime."

C. Opt-Out & Help Commands

Recipients can opt-out at any time by replying **STOP**, which will immediately unsubscribe them from future messages. They can also reply **HELP** to receive customer service contact information.

Example Auto-Replies:

- **STOP Response:** *"You have been unsubscribed from Scialfa Performance Coaching messages. No further messages will be sent. Reply HELP for support."*
 - **HELP Response:** *"For assistance, please contact us at info@melissascialfa.com or visit MelissaScialfa.com."*
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3. Message Volume & Frequency

Estimated Volume:

- **1:1 Client Communications:** 5-10 messages per client per month
- **Event Reminders & Follow-Ups:** 2-3 messages per registrant per event
- **Opt-In Workflows:** 2-5 messages per lead per month

Messages will be sent **only to opted-in users** and will comply with Twilio's **A2P 10DLC and Toll-Free Messaging** guidelines.

4. Compliance & Best Practices

Scialfa Performance Life Coaching, LLC strictly adheres to **TCPA (Telephone Consumer Protection Act)**, **CTIA (Cellular Telecommunications Industry Association)**, and **Twilio's Messaging Policy**.

- **No unsolicited messages** are sent.
 - **All messages include opt-out instructions.**
 - **Data privacy and security standards** are upheld per GDPR & CCPA compliance.
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Final Submission Notes

This SMS use case aligns with **best practices for professional services**, prioritizing **client experience, compliance, and engagement** without unnecessary marketing spam.

For more information or to opt in, visit: <https://coaching.melissascialfa.com/connect573341>

Sample OptIn Policy Web Page:

<https://storage.googleapis.com/msgsndr/0p3xsD8qD1B7leqb2T0v/media/683dd760e1360e639225953c.png>
