

Better Path Coaching, LLC Privacy Terms

Here at www.betterpathcoaching.com ("Website"), we, Better Path Coaching LLC ("Company," "Us," or "We") are committed to protecting your privacy through these Privacy Terms ("Terms"). By using the Website, you agree to the terms covered in this agreement.

1. How We Use Your Personal Information

Most actions you take on the Website will relay certain information about you to the Company. Through Google Analytics and other tools, we can see which web pages you click on, how long you stay there, and how you generally navigate the website. We use this data to optimize the Website, improve user experience, and make strategic business decisions. These tools may also collect information and data about your IP address, computer specifications, and other details about the methods in which you are accessing the Website.

You may also provide us additional personal information at various places on the Website by filling out forms, answering questions, providing information while purchasing programs and products or searching for specific information using our search tools. We collect name and email information to identify you as a buyer and provide access to your purchases. We request your address in order to provide services to you and communications when necessary or because we may have links to additional services or tools we believe will provide you with added value. We also sometimes request social media handles, including but not limited to, LinkedIn profiles so that we can connect you with resources or to have other methods to follow your progress, and to communicate in less formal ways.

The Company may also use this information to offer your additional products, programs, or services from either the Company or from third parties the Company promotes in exchange for commissions from those other companies. You may always opt out of this use of your personal information.

2. Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

3. Cookies

Cookies are not just tasty treats. A cookie is also a piece of information recorded by your web browser. This allows your web browser to recognize places you have visited. For more on cookies, see this article from the Federal Trade Commission.

Our use of cookies assists you when you begin to type our Website. Your computer may autofill URLs based on its cookie memory. They can help remember and autofill things like user IDs and website preferences.

4. Email

Your email is valuable to us, and your privacy is valuable to you. We take care to ensure that your email and other data is used in a respectful manner, and we keep your email confidential. We do not sell or in any way share your email in exchange for remuneration. Occasionally, the Company does partner with third parties to provide joint education, resources, products, or services. In these cases, your participation is deemed consent for us to share any information you provide to us to that third party.

The Company's emails will comply with applicable laws including the CAN-SPAM act. Each email will clearly identify that it is from the Company along with a place for you to unsubscribe from our email list. Occasionally, the technological systems we rely on to remove you from our email list may fail to unsubscribe you. If you continue receiving unwanted emails, please reach out to the Company directly at amy@betterpathcoaching.com and we will manually remove you.

Unsubscribing from the Company's email list will remove you from our routine promotional emails and informational emails about podcasts, blog posts, and other resources we may have to share. However, you may still receive information about programs, services, or products you have bought from Company.

5. Information Disclosures

The Company will disclose your personal information only when necessary to provide services, programs, or products to you, or when we are otherwise legally required to do so.

6. How we protect your information

We make best efforts to ensure the security of your information using industry standards and reasonable methods. We rely on reputable and reliable third-party vendors to collect basic information. If you work with us in a one-on-one capacity, we may collect additional information from you including, but not limited to social security numbers, past tax information, financial information, and other personal data necessary for us to provide you tax preparation and financial consulting services. For this data, we use a different, reputable third-party platform designed for these purposes.

7. Term changes

We may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

8. Visitor's GDPR rights

The General Data Protection Regulation (GDPR) is a law that governs information and privacy rights for people within the European Union. Those rights include:

We will retain the any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) the Company decides that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that the Company stores and the rights to either rectify or erase your personal data. You have the right to seek restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data. To the extent that you provided consent to the Company's processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent. You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation. We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

9. Children under 13

The Company does not knowingly collect, either online or offline, personal information from persons under the age of thirteen. If you are under 18, you may use the Website with permission of a parent or guardian.

10. Disputes or Claims

Any dispute or claim that arises from the use of the Site or these Privacy Terms shall be resolved in accordance with the laws of the State of Wisconsin.

11. Contact us

The Company welcomes your questions or comments regarding the Privacy Terms:

Email Address: amy@betterpathcoaching.com

Last Updated: November 1, 2023