

# Privacy Policy

## 1. Introduction

IVM e-coaching is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you interact with our website, services, and products, including but not limited to our lead magnets and coaching programs.

## 2. Information We Collect

- **Personal Information:** We may collect personal details such as your name, email address, phone number, and company information when you register, download our PDFs, or use our services.
- **Usage Data:** We collect data on how you interact with our website and services, including your IP address, browser type, pages visited, and time spent on our site.

## 3. Use of Your Information

- **To Provide Services:** We use your information to deliver, improve, and personalize our services, including responding to your inquiries and providing customer support.
- **Marketing and Communications:** With your consent, we may use your personal information to send you promotional materials, newsletters, and other communications.
- **Compliance and Protection:** We may use your information to comply with legal obligations, resolve disputes, and enforce our agreements.

## 4. Sharing Your Information

- **Third-Party Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our business, such as email marketing platforms and analytics providers.
- **Legal Requirements:** We may disclose your information if required by law or in response to valid requests by public authorities.

## 5. Data Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. This includes using secure servers and encryption protocols.

## 6. Your Rights

- **Access and Correction:** You have the right to access and correct your personal information. You can request a copy of the personal information we hold about you and ask us to correct any inaccuracies.

- **Deletion:** You may request the deletion of your personal information, subject to certain exceptions such as compliance with legal obligations or legitimate business purposes.
- **Objection:** You have the right to object to the processing of your personal information in certain circumstances, including direct marketing purposes.

## **7. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. You can manage your cookie preferences through your browser settings.

## **8. International Transfers**

Your information may be transferred to and processed in countries other than your country of residence, including the Netherlands. We ensure that such transfers comply with applicable data protection laws and that your information is protected to the same standard as required in your home country.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any changes by posting the new Privacy Policy on our website and updating the "Last Updated" date.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at [ivmecoaching@gmail.com](mailto:ivmecoaching@gmail.com). We are committed to resolving any privacy issues promptly and transparently.