

## **Privacy Policy**

**Effective Date:** July 22, 2025

At **Consistent by Kim**, your privacy matters. This Privacy Policy explains how we collect, use, and protect your information through our email and SMS/text communications as part of our wellness coaching services.

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### **1. Information We Collect**

We may collect the following information when you engage with us:

- Name
  - Email address
  - Phone number (if you opt into SMS)
  - Health and wellness goals, preferences, or habits (if shared)
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### **2. How We Use Your Information**

We use your personal information to:

- Send newsletters, habit coaching tips, and program updates via email
  - Deliver motivational and time-sensitive content via text/SMS
  - Provide a more personalized wellness experience
  - Improve our coaching offers and communication strategy
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### **3. SMS/Text Messaging (A2P 10DLC Compliance)**

When you provide your phone number and opt into SMS messages, you consent to receive texts from **Consistent by Kim** related to wellness tips, program reminders, and special offers.

#### **What We Collect:**

- Your phone number
- Opt-in timestamp
- Message interaction (e.g. STOP, HELP responses)

#### **Why We Collect It:**

To communicate important updates, time-sensitive resources, and support consistent behavior change.

#### **How Often:**

You may receive 2–6 texts per month. Frequency varies based on engagement and service participation.

**No Sharing or Selling:**

We do **not** sell, rent, or share your SMS information with third parties.

**Opting Out:**

You can opt out at any time by replying **STOP** to any message. For help, reply **HELP**.

**Message and data rates may apply.** Check with your mobile provider for details.

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**4. Data Protection**

We take your privacy seriously. All communications are managed via secure platforms:

- **Email:** ConvertKit
  - **SMS:** SimpleTexting
- These services comply with applicable data protection standards.
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**5. Your Choices**

You are always in control:

- To unsubscribe from email: click the “Unsubscribe” link in any email
  - To stop SMS: reply **STOP** to any text
  - To update or delete your personal info: email us at **hello@consistentbykim.com**
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**6. Third-Party Services**

We may use trusted third-party providers (like ConvertKit and SimpleTexting) to help manage our communications. These platforms do not have permission to use your data for their own purposes and operate under their own privacy policies.

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**7. Updates to This Policy**

We may update this Privacy Policy occasionally. All changes will be posted here with the new effective date.

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**8. Contact Us**

Have questions or concerns? Reach out anytime:

**Consistent by Kim**

Email: [hello@consistentbykim.com](mailto:hello@consistentbykim.com)

Website: <https://www.consistentbykim.com>

Instagram: [@consistentbykim](#)

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