

Privacy Policy

Last Updated: January, 2026

This Privacy Policy explains how **Doin' Things Better** ("we," "us," "our") collects, uses, shares, and protects your information when you visit **dointhingsbetter.com** (the "Site"), purchase products or services, sign up for resources, or contact us.

If you have questions, contact us at **rafa@dointhingsbetter.com**

1. Information We Collect

A) Information you provide to us

We may collect information you choose to provide, including:

- **Contact details:** name, email address, phone number, mailing address
- **Purchase details:** products/services purchased, billing/shipping address (payment details are handled by our payment processor—see below)
- **Intake or inquiry details:** information you submit through forms, applications, questionnaires, or messages
- **Event details:** registration information, attendance details, and preferences you share
- **Marketing preferences:** what you opt in/out of and communication preferences

B) Information collected automatically

When you use the Site, we may automatically collect:

- IP address, device type, browser type
- Pages you view and actions you take (analytics)
- Approximate location (derived from IP)

C) Sensitive information

Please do **not** submit sensitive personal information (e.g., social security numbers) through the Site. If you share health-related information, you do so voluntarily, and we handle it with care (see "How We Protect Your Information").

2. How We Use Your Information

We use your information to:

- Provide and deliver products, services, resources, and event experiences
 - Process payments and send receipts/confirmations
 - Respond to messages and support requests
 - Send administrative updates (policy changes, product/service notices)
 - Send marketing emails/texts **only if you opt in** (you can unsubscribe anytime)
 - Improve Site performance, content, and user experience
 - Prevent fraud, abuse, and security incidents
 - Comply with legal obligations
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3. How We Share Your Information

We do **not** sell your personal information.

We may share information with trusted providers who help us run our business, such as:

- **Payment processors** (to process payments)
- **Email and SMS platforms** (to send messages you opted into)
- **Scheduling tools** (to manage appointments)
- **Website hosting and analytics** (to run and improve the Site)
- **Shipping/fulfillment providers** (if physical products are shipped)

These providers only receive what they need to perform their services and are expected to protect your information.

We may also share information if required by law, to enforce our policies, or to protect rights, safety, and property.

4. Cookies & Tracking Technologies

We may use cookies and similar technologies to:

- Remember preferences
- Understand Site traffic and performance
- Improve content and user experience

You can disable cookies in your browser settings, but parts of the Site may not work properly.

5. Email & SMS Marketing

If you opt in, we may send marketing emails and/or SMS messages.

You can unsubscribe anytime:

- **Email:** use the “unsubscribe” link in any email
- **SMS:** reply **STOP** (message/data rates may apply)

6. Your Choices & Rights

Depending on where you live, you may have rights to:

- Access the personal information we have about you
- Correct inaccurate information
- Request deletion of your information (where legally allowed)
- Opt out of marketing communications at any time

To make a request, contact rafa@dointhingsbetter.com

7. Data Retention

We keep your information only as long as needed for:

- Business purposes (support, records, transactions)
- Legal and tax obligations
- Security and fraud prevention

8. Security

We take reasonable steps to protect your information. No system is 100% secure, so we cannot guarantee absolute security—but we do not play about protecting data.

9. Third-Party Links

The Site may link to third-party websites. We are not responsible for the privacy practices of those websites.

10. Children's Privacy

This Site is not intended for children under 13. We do not knowingly collect personal information from children under 13.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with a new "Last Updated" date.

12. Contact Us

Doin' Things Better

Email: rafa@dointhingsbetter.com