



Willard Barth Enterprises LLC
4602 CR 673 #5937
Bushnell, FL 33513

Privacy Policy

Willard Barth Enterprises ("Company", "we", "our")
Effective Date: 11/23/2025

1. Information We Collect

We collect personal and business information through our website, course platforms, coaching programs, diagnostic tools, and client communications. This includes:

- Contact data: name, email, phone, company name
- Account data: username, login credentials
- Payment and billing data (processed securely through third parties)
- Session and interaction data: coaching participation, assessment responses, communication logs
- Diagnostic tool data: information about your business, leadership, communication, and performance entered into our AI-driven diagnostic system

We also collect information via cookies, analytics tools, and online forms.

2. How We Use Information

We use your information to:

- Deliver courses, coaching sessions, and assessments
- Provide personalized recommendations and advisory reports
- Process payments and manage billing
- Communicate updates, scheduling, and support
- Improve our programs, diagnostics, and client experience
- Analyze aggregated data for service development

We may anonymize or aggregate your data for internal reporting and performance analytics.

3. Legal Basis (for EU/UK Users)

Where applicable, our legal bases for processing include:

- Performance of contract (providing services)
- Legitimate interests (improving programs and operations)
- Consent (for marketing communications or AI diagnostics)
- Legal compliance

4. Data Sharing and Transfers

We may share limited data with:

- Payment processors and learning management systems
- Email and communication platforms
- Cloud hosting and security providers
- Our affiliated company, **Data Pro Marketing (DPM)**, for diagnostic and analysis processing

Data may be transferred outside of your country, including to the United States. We apply contractual and technical safeguards where required.



Willard Barth Enterprises LLC
4602 CR 673 #5937
Bushnell, FL 33513

5. AI Diagnostic Data

When you use our AI-driven diagnostic or assessment tools, we collect and process the information you provide about your business or personal development. This may include descriptive or numeric data related to leadership, communication, mindset, or organizational performance.

The diagnostic tool processes this information locally on your browser and provides you with a summary report on-screen. A separate advisor report is securely transmitted to our internal team for review and use in follow-up sessions.

We retain these advisor reports for coaching and consulting purposes. Data is not used for marketing, resale, or AI training unless fully anonymized.

By using the diagnostic tool, you consent to this processing and acknowledge that insights generated are automated and for informational purposes only.

6. Shared Processing with Data Pro Marketing (DPM)

The AI diagnostic tool is operated jointly by Willard Barth Enterprises (WBE) and Data Pro Marketing (DPM). Data entered into the diagnostic may be processed locally on your browser and shared securely with DPM for diagnostic analysis and advisory reporting. Both entities act as joint controllers for diagnostic data and adhere to the data protection commitments described in their respective privacy policies.

7. Data Retention

We retain client data for as long as necessary to fulfill service commitments, legal obligations, or client support. Diagnostic reports and session notes may be securely stored for up to two years unless otherwise requested by the client.

8. Your Rights

If you are a resident of California, the EU, or UK, you may have rights to:

- Access, correct, or delete your personal data
- Object to processing or withdraw consent
- Request data portability

To exercise these rights, contact us at: privacy@willardbarthenterprises.com

9. Cookies and Tracking

We use cookies and analytics tools to improve site performance and user experience. You can manage your cookie preferences via your browser or opt-out options provided on our site.

10. Security

We implement reasonable technical and organizational measures, including encryption and access control, to protect your data. However, no online system can be guaranteed 100% secure.

11. Children's Privacy

Our programs and assessments are intended for adults and business professionals. We do not knowingly collect personal data from individuals under the age of 16.



Willard Barth Enterprises LLC
4602 CR 673 #5937
Bushnell, FL 33513

12. Policy Updates

We may revise this policy periodically. Any material changes will be reflected on this page with a new effective date. Continued use of our services constitutes acceptance of the updated policy.

Contact Us

For questions about this Privacy Policy, contact:

Willard Barth Enterprises

Email: privacy@willardbarthenterprises.com