

Active Life Coaching, LLC dba Dr Moe Coaching Privacy Policy

Last Updated: July 26, 2024

I. Introduction

We are committed to protecting the privacy of our visitors and users, and providing them with detailed information as to how their information is used and protected.

This Privacy Policy describes how Active Life Coaching, LLC dba Dr Moe Coaching, LLC and its affiliates (collectively “Active Life Coaching, LLC” “Dr Moe Coaching”, “we” or “us”) collect and process personal information when you use our website(s), mobile apps, and other online and offline products, services and experiences (collectively, the “Services”). This Privacy Policy is incorporated into our Terms of Use. **By using our Services, you are consenting to the practices described in this Privacy Policy.** If you do not agree with this Privacy Policy, do not access, or use the Services.

II. Information Collected by Us

We collect the following types of information:

Information You Disclose.

We receive information about you when you provide it through forms or surveys, and when you sign up for a user account and use our Services. In addition, we receive information about you when you use, edit, or access your account. As a result of those actions, you may supply us with certain information, including, but not limited to, your name, e-mail address, phone number, gender, date of birth, address, payment or financial information, and other information. Please note that your financial information is collected and stored by a third party payment processing company. Use and storage of that information is governed by the third party payment processor’s applicable privacy policy. You may provide us with other personal information when you fill in a form, respond to our surveys or questionnaires, provide us with feedback, participate in promotions, or use other features of the Services.

Information Automatically Collected.

We may automatically collect certain information resulting from your use of our Services. This information may include your IP address, login details, password, and the location of your device. We may also use device identifiers, cookies, web beacons, tokens, scripts, and other technologies on devices, applications, e-mails, and our web pages to collect information about your browsing actions and patterns, information about your devices (such as information related to your computer or device, internet connection, operating system, and internet browser type), or other technical information.

III. Information Collected by Third Parties

When you use the Services, certain third parties may use automatic information collection technologies to collect information about you or your device. This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices, including data privacy and security process and standards of any third parties, including physicians and other health care providers using the Services. These third parties may include: advertisers, ad networks, and ad servers; analytics companies; your mobile device manufacturer; and your mobile service provider. The information they collect may be personally identifiable and may include information about your

online activities over time and across different websites, apps, and other online services websites. These third parties may use this information to provide you with interest-based advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

IV. How We Use Your Information

We collect your information to provide and improve our Services. In addition, we may disclose your deidentified and anonymized information for research or commercial purposes, except for your payment and financial information, and information prohibited from disclosure pursuant to federal and state law.

Information you disclose is used to provide, improve, and develop our Services. We, our partners, contractors, or agents, may use personal information about you for various purposes, including, but not limited to:

- Conducting internal research and development and making business decisions about current and future product and Service offerings;
- Responding to your comments, questions and requests and providing customer service;
- Communicating with you about products, services, offers, promotions, rewards and events and providing news and information we think will be of interest to you;
- Managing your online account(s) and sending you technical notices, updates, security alerts and support and administrative messages;
- Personalizing your online experience and providing advertisements, content or features that match your profile and interests;
- Monitoring and analyzing trends, usage and activities;
- Complying with any court order, law, or legal process, and responding to any government or regulatory request;
- Enforcing or applying our Terms of Use; and/or
- Fulfilling any other purpose for which you provided the information.

Information automatically collected is used generally to improve our Services. In addition to the uses related to information you disclose, as outlined above, we may use information automatically collected in a similar manner. We may also combine this information with other information we collect about you and use it for various purposes, such as improving our websites and your online experience, understanding which areas and features of our sites are popular, counting visits, tailoring our communications with you, determining whether an email has been opened and links within the email have been clicked and for other internal business purposes.

VI. How Collected Information Is Shared by Us

We may share your personal information with our affiliates, partners and other third parties, including subcontractors, to:

- assist us with the maintenance and operation of the Services;
- market and promote the Services, including the measurement of the success of such efforts;

- comply with any court order, law, or legal process, including to respond to any government or regulatory request; to enforce or apply our Terms of Use;
- protect our, our customers', or others rights, property, or safety; or
- to disclose to a buyer or other successor entity in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

In addition, we may disclose your deidentified and anonymized information for commercial purposes, except for payment and financial information, and information prohibited from disclosure pursuant to federal and state law.

VII. Privacy and Security

We design our systems with your security and privacy in mind, and we maintain administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, or disclosure. These safeguards vary based on the sensitivity of the information that is collected.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the website.

VIII. Notification of Changes

We reserve the right to change this Privacy Policy from time to time in our sole discretion. Your continued use of our Services indicates your consent to the Privacy Policy as posted. The date the Privacy Policy was last revised is identified at the top or bottom of this page. If we make material changes to how we treat our users' personal information, we will notify you by email or through a notice on our website. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our website and this Privacy Policy to check for any changes.

IX. Accessing/Deleting your Personal Information

You may be able to update, correct, or delete your personal information by contacting us. We may not be able to delete your information, personal or otherwise, without also deleting your account, and we may not accommodate a request to change or delete information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

X. Retention of Your Information

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.

XI. California Residents

Consumers residing in California are afforded certain additional rights with respect to their personal information under the California Consumer Privacy Act (“CCPA”). If you are a California resident, this section may apply to you at such time that we become subject to CCPA. **At this time, we are not subject to the CCPA.**

If you are a California resident, and if the CCPA applies to us, you can make certain requests regarding your personal information. We will fulfill each of these requests to the extent required and permitted by law.

You can ask us what personal information we have about you, including a list of categories of your personal information that we have sold and a list of categories of your personal information that we have shared with another company for business purposes. If you make this request, and to the extent required by law, we will return to you any of the following, as applicable: the categories of personal information we have collected about you; the categories of sources from which we collect your personal information; the business or commercial purpose for collecting or selling your personal information; the categories of third parties with whom we share personal information; the specific pieces of personal information we have collected about you; a list of categories of personal information that we have sold, along with the category of any other company we sold it to; and, a list of categories of personal information that we have disclosed for a business purpose.

You can ask us to provide you with this information up to two times in a rolling twelve-month period. When you make this request, the information provided may be limited to personal information we collected about you in the previous 12 months.

In addition, you have the right to ask us to delete your personal information. Once we receive a request, we will delete the personal information (to the extent required by law) we hold about you as of the date of your request from our records and direct any service providers to do the same. In some cases, deletion may be accomplished through de-identification of the information. Choosing to delete your personal information may impact your ability to use our websites and online features.

Finally, you can ask that we stop selling your personal information or disclosing it for a business purpose. We share or sell your personal information as described in the “How Collected Information is Shared by Us” section of this policy.

We will not discriminate against any consumer for exercising their rights under the California Consumer Privacy Act. This generally means we will not deny you goods or services, charge different prices or rates, provide a different level of service or quality of goods, or suggest that you might receive a different price or level of quality for goods.

You can make these requests by calling or texting 239- 427- 1553, e-mailing support@drmoecoaching.com , or using our Website’s email contactform at [drmoecoaching.com](mailto:support@drmoecoaching.com) .

XII. Your State Privacy Rights

Certain states afford their residents additional rights with respect to their personal information. Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.

- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please contact us at: support@drmoecoaching.com

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request to this designated address contact us at: [support @ drmoecoaching.com](mailto:support@drmoecoaching.com)

XIII. Children Under 13

We do not knowingly collect personally identifiable information from children under the age of 13 without parental consent. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information.

XIV. Contact Information

If you have any questions about this Privacy Policy, please contact us at: [support @ drmoecoaching.com](mailto:support@drmoecoaching.com) . You may also request that we help you access, modify or delete your data, or ask that we not sell or share your data, by contacting us using the information provided above.