

Privacy Policy for Waystone Life Coaching

Last Updated: 03/02/2025

At Waystone Life Coaching, your privacy is a top priority. We understand that your personal information is important, and we're committed to safeguarding it. This Privacy Policy outlines how we collect, use, and protect your data when you visit our website or engage with our services. By using our website or services, you consent to the practices described in this policy.

1. Information We Collect

When you interact with us through our website or use our services, we may collect the following information:

- **Personal Information:** This includes details like your name, email address, phone number, and any other personal information you provide to us when you sign up for our coaching services, inquire about a consultation, or subscribe to our newsletter.
- **Payment Information:** If you make a purchase through our website, we collect payment details through Stripe, a trusted third-party payment processor, to securely handle transactions.
- **Usage Data:** We automatically gather information about your use of our website, such as your IP address, browser type, and which pages you visit. This helps us understand how you use our site and improve your experience.
- **CRM Data:** We store information you provide to us in our secure Customer Relationship Management (CRM) system, including contact details and any notes related to your coaching experience. This helps us provide you with personalized support and services.

2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** We use your contact and payment information to schedule coaching sessions, process payments, and deliver the services you've requested.
- **To Communicate with You:** We may send you information related to your coaching sessions, updates about our services, and other communications that may be of interest to you.
- **To Improve Our Website:** We use data from Google Analytics to understand how visitors use our website so we can improve functionality and user experience.
- **To Send Marketing Communications:** If you've opted in, we may send you newsletters, updates, and other marketing materials. You always have the option to opt-out at any time.

3. How We Protect Your Information

We take the security of your personal information seriously and have implemented industry-standard safeguards to protect your data. We use secure servers and encryption technologies to protect information transmitted through our website, and we store your data in a secure CRM system. While no system is entirely secure, we are committed to doing everything we can to keep your information safe.

4. Sharing Your Information

We will never sell, trade, or rent your personal information to third parties. However, to provide you with the services you request, we may share your data with trusted service providers, such as:

- **Stripe:** For secure payment processing.
- **Our CRM System Provider:** To manage client information and communication.

These service providers are contractually bound to protect your information and use it only for the specific purposes for which it was shared.

5. Your Rights and Choices

You have the right to manage and control the information we collect from you:

- **Access and Update Your Information:** You can request access to the information we hold about you and request corrections or updates as needed.
- **Opt-Out:** You can opt out of receiving marketing emails at any time. Just click the "unsubscribe" link at the bottom of any email, or contact us directly to let us know you wish to be removed from our mailing list.
- **Delete Your Data:** You can request that we delete your personal data from our records. Some data may need to be retained for legal or business purposes, but we will honor your request to the extent possible.

6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to improve your experience on our website and analyze how visitors interact with our content. For example, we use Google Analytics to understand website usage patterns. Cookies help us personalize your experience, but you can always adjust your browser settings to disable them. Please note that some features of our website may not work as well if cookies are turned off.

7. Third-Party Links

Our website may contain links to external sites that we do not operate. These third-party sites have their own privacy policies, and we recommend you review them before providing any personal information. We are not responsible for the privacy practices of these third-party sites.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes, we will post the revised policy on this page with an updated "Last Updated" date. We encourage you to review this policy regularly to stay informed about how we protect your information.

9. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at:

Waystone Life Coaching
waystonelifecoaching@gmail.com