



Privacy Policy

Last Updated: May 19, 2025

1. Introduction

Welcome to Good Life Coaching. We are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website <https://goodlifecoaching-personaldevelopment.com/>, use our chatbot, engage with our services, or otherwise interact with us (collectively, the "Services").

Please read this Privacy Policy carefully. By using our Services, you agree to the terms of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access or use our Services.

2. Information We Collect

We may collect personal information from you in a variety of ways, including:

- **Directly from You:**
 - When you fill out a contact form on our website (e.g., name, email address, phone number, your message).
 - When you interact with our chatbot (e.g., name, email address, information about your coaching needs).
 - When you sign up for an initial coaching session or purchase coaching packages (e.g., name, email address, billing information, payment details).
 - When you complete our Life Wheel form or other assessment tools (e.g., information about your personal and professional life, goals, challenges, and well-being).
 - When you sign our coaching agreement and acknowledge our terms and conditions and cancellation policy.
 - During coaching sessions (e.g., notes taken, with your consent, to help guide the coaching process).
 - When you communicate with us via email, phone, or other means.
- **Automatically When You Use Our Services:**
 - **Log Data and Device Information:** When you visit our website, our servers may automatically log standard information provided by your web browser, such as

your IP address, browser type and version, pages you visit, the time and date of your visit, and the time spent on each page.

- **Cookies and Similar Technologies:** We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Policy (if separate, or include a section here).
- **From Third Parties:**
 - **Payment Processors:** When you make a payment, your payment information is processed by our third-party payment processor (e.g., Stripe). We do not store your full credit card information, though we may have access to transaction details.
 - **Scheduling Tools:** When you book a session through our scheduling tool (e.g., Calendly), we collect information related to your booking.
 - **Video Conferencing Platforms:** When you participate in a coaching session via video conference (e.g., Google Meet, Zoom), these platforms may collect data according to their own privacy policies.

3. How We Use Your Information

We use the information we collect for various purposes, including:

- To provide, operate, and maintain our Services.
- To schedule and conduct coaching sessions.
- To process your payments and refunds.
- To assess your needs and suitability for our coaching services.
- To personalize your coaching experience.
- To communicate with you, including responding to your inquiries, sending confirmations, reminders, and follow-up information.
- To send you marketing and promotional materials (with your consent, where required by law). You can opt-out of these communications at any time.
- To maintain our records and for administrative purposes.
- To improve our website, services, and offerings.
- To comply with legal obligations and enforce our agreements (e.g., coaching agreement, terms and conditions).
- To protect the security and integrity of our Services.

4. How We Share Your Information

We do not sell or rent your personal information to third parties. We may share your information in the following circumstances:

- **With Service Providers:** We may share your information with third-party vendors and service providers who perform services for us or on our behalf, such as:
 - Payment processing (e.g., Stripe)

- Scheduling (e.g., Calendly)
- Email communication and automation (e.g., Mailchimp, ConvertKit)
- Website hosting
- Chatbot providers
- Video conferencing (e.g., Google Meet, Zoom)
- E-signature providers
- Online form builders These service providers will only have access to your information to the extent necessary to perform their functions and are obligated to protect your information.
- **For Legal Reasons:** We may disclose your information if required to do so by law or in the good faith belief that such action is necessary to:
 - Comply with a legal obligation or a request from law enforcement or other government officials.
 - Protect and defend our rights or property.
 - Prevent or investigate possible wrongdoing in connection with the Services.
 - Protect the personal safety of users of the Services or the public.
 - Enforce our agreements.
- **Business Transfers:** In the event of a merger, acquisition, sale of assets, or other business transfer, your personal information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or uses of your personal information.
- **With Your Consent:** We may disclose your personal information for any other purpose with your explicit consent.

5. Data Storage and Security

We take reasonable administrative, technical, and physical measures to protect your personal information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. These measures include:

- Using secure servers.
- Employing SSL/TLS encryption for data transmitted online.
- Limiting access to personal information to authorized personnel only.
- Using reputable third-party service providers with strong security practices.

However, please be aware that no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

6. Data Retention

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Information shared during coaching sessions (e.g., notes) will be retained for the duration of our coaching engagement and for a reasonable period thereafter as necessary for professional record-keeping, or as agreed upon in our coaching agreement.

7. Your Data Protection Rights

Depending on your location and applicable data protection laws (e.g., GDPR, CCPA/CPRA), you may have certain rights regarding your personal information. These rights may include:

- **The right to access:** You have the right to request copies of your personal information.
- **The right to rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **The right to erasure (right to be forgotten):** You have the right to request that we erase your personal information, under certain conditions.
- **The right to restrict processing:** You have the right to request that we restrict the processing of your personal information, under certain conditions.
- **The right to object to processing:** You have the right to object to our processing of your personal information, under certain conditions.
- **The right to data portability:** You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.
- **The right to withdraw consent:** If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- **The right to opt-out of the sale of personal information (if applicable under laws like CCPA/CPRA).** We do not currently "sell" personal information as traditionally defined.

To exercise any of these rights, please contact us using the contact details provided below. We will respond to your request in accordance with applicable data protection laws. We may need to verify your identity before processing your request.

8. Third-Party Websites and Links

Our Services may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

9. Children's Privacy

Our Services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have collected personal information from a child under 18 without verification of parental consent, we will take steps to remove that information from our servers. If you believe that we might have any information from or about a child under 18, please contact us.

10. International Data Transfers

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

If you are located outside the United States and choose to provide information to us, please note that we transfer the data, including personal data, to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your personal data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information. For residents of the European Economic Area (EEA), we will ensure that such transfers are legitimized by appropriate safeguards, such as Standard Contractual Clauses.

11. Cookie Policy

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies:** We use Session Cookies to operate our Service.
- **Preference Cookies:** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies:** We use Security Cookies for security purposes.

- **Analytics Cookies:** These cookies help us understand how our website is being used (e.g., Google Analytics).

12. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

- **By email:** ishmel@ishmelgoodrum.com
- **By visiting this page on our website:** <https://goodlifecoaching-personaldevelopment.com/contact>