

LEGAL DOCUMENT | NATALIE GATLIN COACHING LLC

Privacy Policy

Effective date: May 14, 2025 | Last updated: May 14, 2025 | Rio Rancho, New Mexico, United States

The plain-language version: We collect only the information you give us - your name, email, and what you share in our application and coaching conversations. We use it to provide coaching services and communicate with you. We do not sell your personal information. Ever. What you share in our coaching relationship is treated with the confidentiality it deserves. You can ask us to delete your data at any time.

SECTION 01

Who We Are

This Privacy Policy applies to **Natalie Gatlin Coaching LLC**, doing business as the **WillowTree Sisterhood**. We operate nataliegatlin.com, the W.H.O.L.D. Residency program, the WillowTree Sisterhood community, and all related coaching services.

Our business is based in **Rio Rancho, New Mexico, United States**. We serve clients across the United States and internationally.

This policy explains what personal information we collect, how we use it, and what rights you have. See Section 12 for contact details.

SECTION 02

What We Collect

We collect information you provide directly to us and, in some cases, information collected automatically when you use our website.

Information you give us directly

- **Contact information:** Your name, email address, and phone number when you fill out a contact form, application, or opt-in to our email list.
- **Application information:** Responses you provide in our W.H.O.L.D. Residency application, including information about your experiences with pregnancy loss, your emotional and relational wellbeing, and your goals for coaching.
- **Coaching session content:** Notes, recordings (with your consent), and information shared during coaching sessions, Signal messages, or other coaching communications.
- **Payment information:** Billing details processed through our payment providers (Stripe or similar). We do not store your full card number.

- **Communications:** Emails, messages, or other correspondence you send us.

Information collected automatically

- **Website usage data:** Pages visited, time on site, and browser type, collected through analytics tools such as Google Analytics.
- **Device information:** IP address, browser type, and operating system.
- **Cookies:** Small files stored on your device. See Section 7 for details.

A note about sensitive information: Because of the nature of our coaching work, you may share information about your health, reproductive history, relationships, and emotional wellbeing. We treat this information with the highest level of care and confidentiality. See Section 10 for more.

SECTION 03

How We Use Your Information

We use your information only for the purposes described below. We collect only what is necessary for these purposes.

- **To provide coaching services:** Delivering the W.H.O.L.D. Residency, WillowTree Sisterhood, and other coaching programs you enroll in.
- **To process applications:** Reviewing your Residency application and following up to schedule your consultation call.
- **To communicate with you:** Responding to inquiries, sending session reminders, and sharing program-related information.
- **To send you resources and updates:** If you opt in, sending free resources, newsletters, and program updates. You can unsubscribe at any time.
- **To process payments:** Completing enrollment and billing for coaching programs.
- **To improve our Services:** Understanding how our website is used so we can make it better.
- **To comply with legal obligations:** Retaining records as required by law or for tax and accounting purposes.

We do not use your information for automated decision-making or profiling that produces legal or similarly significant effects.

SECTION 04

Who We Share Your Information With

We do not sell your personal information to anyone. We do not share it for advertising purposes.

We share information only in the following limited circumstances:

- **Service providers:** Third-party tools that help us operate, including our email platform, scheduling software, payment processor (Stripe), website host (GoDaddy), and business management platform (Mastermind Business Hub). These providers are contractually required to protect your data.

- **Legal requirements:** If required by law, court order, or government authority, or to protect the safety of any person.
- **Business transfers:** In the unlikely event of a sale or merger, your information may be transferred. We will notify you if this occurs.

Information you share in coaching sessions, application forms, or Signal messages will never be shared with third parties for marketing, research, or any other purpose without your explicit written consent.

SECTION 05

How We Store and Protect Your Information

We take reasonable technical and organizational steps to protect your personal information from unauthorized access, disclosure, or loss.

- Using reputable, secure platforms for email, payments, and client management
- Limiting access to your personal information to only those who need it
- Using encrypted communication platforms (including Signal for coaching support)

No method of transmission over the internet is 100% secure. While we do our best to protect your information, we cannot guarantee absolute security.

How long we keep your information

We retain your information for the duration of our coaching relationship plus up to 3 years thereafter for record-keeping purposes. You may request deletion at any time.

SECTION 06

Your Rights

You have the following rights regarding your personal information, regardless of where you are located:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Ask us to correct any inaccurate or incomplete information.
- **Deletion:** Ask us to delete your personal information. We will comply unless required by law.
- **Opt-out of marketing:** Unsubscribe from our emails at any time.
- **Data portability:** Request your personal information in a readable format.
- **Withdraw consent:** Where we rely on your consent, you may withdraw it at any time.

New Mexico residents

If you are a New Mexico resident, you have rights under applicable New Mexico privacy laws. To submit a request, contact us at help@nataliegatlin.com. We respond within 45 days.

California residents

If you are a California resident, you may have additional rights under the CCPA, including the right to know, delete, and opt out of the sale of personal information. We do not sell personal information.

To exercise any of these rights, email help@nataliegatlin.com with the subject line 'Privacy Request.' We will respond within 45 days and will never penalize you for exercising your rights.

SECTION 07

Cookies

Our website uses cookies to help us understand how visitors use our site and to improve your experience.

- **Essential cookies:** Required for the website to function properly.
- **Analytics cookies:** Help us understand how visitors interact with our website. These are anonymized and do not identify you personally.

You can control cookies through your browser settings. We do not use cookies for targeted advertising.

SECTION 08

Third-Party Links

Our website and communications may contain links to third-party websites including scheduling platforms, payment pages, and social media profiles. These sites have their own privacy policies and we are not responsible for their practices.

SECTION 09

Children

Our Services are intended for adults aged 18 and over. We do not knowingly collect personal information from anyone under 18. If you believe we have inadvertently collected information from a minor, please contact us at help@nataliegatlin.com and we will delete it promptly.

SECTION 10

Sensitive Information and Coaching Confidentiality

The nature of our coaching work means you may share deeply personal information including details about pregnancy loss, your physical and emotional health, your relationships, and your mental wellbeing. We treat all of this with the utmost care.

Coaching confidentiality: Information shared in coaching sessions, application forms, and Signal communications is confidential and will not be disclosed to any third party without your explicit written consent, except where required by law (for example, if there is a risk of serious harm to you or others).

Please note that coaching is not therapy and Natalie Gatlin is not a licensed mental health professional. Coaching conversations are held in confidence but are not protected by therapist-client privilege. If you are experiencing a

mental health crisis, please contact a licensed professional or emergency services.

We do not sell, share, or use sensitive information for any purpose other than providing your coaching services.

SECTION 11

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will update the last updated date at the top of this page. For significant changes, we will notify active clients by email.

Your continued use of our Services after any changes constitutes your acceptance of the updated policy.

SECTION 12

Contact Us

If you have any questions, want to exercise your rights, or have concerns about how we handle your information, please reach out:

- **Email:** help@nataliegatlin.com
- **Website:** nataliegatlin.com
- **Business address:** Rio Rancho, New Mexico, United States

We respond to all privacy requests within 45 days.

Legal disclaimer: This privacy policy was prepared for general informational purposes and reflects good-faith compliance practices for a small coaching business operating in New Mexico. It is not a substitute for legal advice. If you have specific legal questions about data privacy compliance, please consult a qualified attorney. Natalie Gatlin Coaching LLC is a small business and may be exempt from certain requirements of applicable state privacy laws under the SBA small business carve-out, but this policy reflects our commitment to transparency regardless of legal obligation.