

# Empowering Creative Souls

## Privacy Policy

empoweringcreativesouls.com

Effective Date: May 23, 2024 | Last Updated: March 2025

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### 1. Introduction

Welcome to Empowering Creative Souls ("ECS," "we," "our," or "us"). We are committed to protecting your personal information and being transparent about how we collect and use it. This Privacy Policy explains what information we collect, why we collect it, how we use and protect it, and the rights you have regarding your data.

By visiting empoweringcreativesouls.com or purchasing our products and services, you agree to the practices described in this Privacy Policy. If you have questions, contact us at:

- Email: EmpoweringCreativeSouls@gmail.com
- Website: empoweringcreativesouls.com

Our data protection officer is Natalie Lynch, Founder.

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### 2. Information We Collect

We collect only the information necessary to provide and improve our products and services. This includes:

#### A. Information You Provide Directly

- Name, email address, and contact details when you sign up for our newsletter, freebies, or courses
- Billing information (processed securely by our payment processors — we do not store your full card details)
- Messages or comments submitted through our contact forms or website
- Responses to surveys, quizzes, or feedback requests
- Information shared when scheduling calls or enrolling in programs

#### B. Information Collected Automatically

- IP address, browser type, device information, and operating system
- Pages visited, time spent on site, and referring URLs (via analytics tools)
- Cookie identifiers and session data (see Section 6: Cookies)

#### C. Information from Third Parties

- Data from payment processors (PayPal, Stripe) to verify and complete transactions

- Analytics data from Google Analytics about how visitors interact with our website
  - Advertising or retargeting data from Facebook Pixel to reach relevant audiences
  - Platform data from FreedomKit (GoHighLevel) for course delivery, email communications, membership access, and funnel tracking
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### 3. How We Use Your Information

We use your information for the following specific purposes:

- To deliver the digital products, courses, memberships, and services you have purchased or enrolled in
- To send you email communications you have opted into, including newsletters, updates, and promotional offers
- To process payments and maintain accurate billing records
- To provide customer support and respond to your inquiries
- To improve our website, content, and offerings based on user behavior and feedback
- To create retargeted or lookalike advertising audiences on platforms such as Facebook/Meta
- To comply with legal obligations and enforce our Terms & Conditions

We will not use your information for any purpose that is incompatible with what is described in this Privacy Policy without first obtaining your consent.

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### 4. Legal Basis for Processing (GDPR & International Users)

If you are located in the European Union, United Kingdom, or another jurisdiction with similar privacy laws, we process your personal data on the following legal bases:

- Consent: You have given clear consent for us to process your data for a specific purpose (e.g., subscribing to our email list)
  - Contract: Processing is necessary to fulfill a contract with you (e.g., delivering a course you purchased)
  - Legitimate Interests: We have a legitimate business interest in processing your data (e.g., website analytics), provided this does not override your rights
  - Legal Obligation: We are required to process your data to comply with applicable law
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### 5. Third-Party Service Providers

We use trusted third-party services to help us operate our business. Each provider has its own privacy policy, and we encourage you to review them. We currently use:

- Google Analytics — Website traffic and behavior analytics. Google may collect data via advertising cookies and anonymous identifiers. You can opt out at: <https://tools.google.com/dlpage/gaoptout>
- Facebook Pixel (Meta) — Advertising and retargeting. Helps us reach relevant audiences on Facebook and Instagram. Learn more at Meta's Privacy Policy.
- FreedomKit (GoHighLevel) — Our all-in-one business platform used for email marketing, funnels, course delivery, membership access, and CRM. Your contact information and purchase history are stored here.
- PayPal — Payment processing. PayPal's privacy policy governs information shared during transactions.
- Stripe — Payment processing. Stripe's privacy policy governs information shared during transactions. Stripe is PCI-DSS compliant.

We do not sell, rent, or share your personal information with third parties for their own marketing purposes. We only share your data with service providers to the extent necessary to deliver our services.

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## 6. Cookies

Cookies are small text files placed on your device when you visit our website. They help us recognize you, remember your preferences, and understand how you use our site.

### Types of Cookies We Use

- Essential Cookies: Necessary for the website to function (e.g., shopping cart, login session)
- Analytics Cookies: Help us understand visitor behavior (e.g., Google Analytics)
- Marketing Cookies: Used for retargeting and advertising (e.g., Facebook Pixel)

You can configure your browser to block or delete cookies at any time. Please note that disabling certain cookies may affect the functionality of our website or limit your access to some features.

We use both single-session and multi-session cookies. This site does not sell or share its email list for use by third parties.

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## 7. Data Retention

We retain your personal information only for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. Specifically:

- Email subscribers: Retained until you unsubscribe or request deletion

- Purchase records: Retained for a minimum of 7 years for accounting and legal compliance
- Analytics data: Retained in accordance with the third-party provider's retention policies
- Support correspondence: Retained for up to 3 years unless there is an ongoing matter

When data is no longer needed, we take reasonable steps to securely delete or anonymize it.

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## 8. Data Security

We take the security of your personal information seriously. We store your data with third-party providers who implement industry-standard security practices, including encryption in transit (SSL/TLS) and at rest where applicable.

While we take reasonable precautions to protect your information, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security, but we are committed to promptly addressing any suspected data breach in accordance with applicable law.

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## 9. Your Rights

You own your personal information and have the following rights:

- Right to Access: Request a copy of the personal information we hold about you
- Right to Correction: Request that we correct inaccurate or incomplete information
- Right to Erasure (Right to Be Forgotten): Request that we delete your personal data
- Right to Restrict Processing: Ask us to limit how we use your data in certain circumstances
- Right to Data Portability: Receive your data in a structured, machine-readable format
- Right to Object: Object to our use of your data for direct marketing or profiling
- Right to Withdraw Consent: Withdraw consent at any time where processing is based on consent, without affecting the lawfulness of processing before withdrawal

To exercise any of these rights, contact us at [EmpoweringCreativeSouls@gmail.com](mailto:EmpoweringCreativeSouls@gmail.com). We will respond within 30 days. To unsubscribe from marketing emails, click the "Unsubscribe" link in the footer of any email.

If you believe we have not handled your data appropriately, you have the right to file a complaint with the relevant data protection authority in your country.

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## 10. Children's Privacy

Our website and services are not directed to children under the age of 13 (or 16 in the EU/UK under GDPR). We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us immediately and we will take steps to delete that information.

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## **11. International Data Transfers**

Our business is based in the United States. If you are accessing our website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States or other countries where our service providers operate. By using our website, you consent to this transfer.

Where required by law, we take appropriate safeguards to ensure your data is protected when transferred across international borders, including working with data processors who comply with applicable data protection laws such as GDPR.

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## **12. Links to Other Websites**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to review the privacy policy of any third-party site you visit.

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## **13. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or services. When we make material changes that reduce your privacy rights, we will notify you by email (if you are a subscriber) and update the "Last Updated" date at the top of this document.

We encourage you to review this Privacy Policy periodically. Continued use of our website after changes are posted constitutes your acceptance of the updated policy.

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## **14. Contact Us**

If you have any questions, concerns, or requests related to this Privacy Policy or your personal data, please contact us:

- Email: [EmpoweringCreativeSouls@gmail.com](mailto:EmpoweringCreativeSouls@gmail.com)
- Website: [empoweringcreativesouls.com](http://empoweringcreativesouls.com)
- Data Protection Officer: Natalie Lynch, Founder

*We are committed to working with you to resolve any concerns about your privacy and will respond to all requests within 30 days.*

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