

# PRIVACY POLICY

Last Updated: March 2026

---

## 1. INTRODUCTION

EmpowerHer CEO ("we", "us", or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website empowerher.ceo, use our services, or interact with us.

## 2. INFORMATION WE COLLECT

**Personal Identification Information:** When you opt in for free resources, book a call, or purchase our services, we may collect: name, email address, phone number, billing information, and business information you provide.

**Automatically Collected Information:** We may automatically collect certain information when you visit our website, including IP address, browser type, operating system, referring URLs, and information about how you interact with our website.

**Communications Data:** Records of communications between you and us, including emails, SMS messages, and interactions through our communication tools.

## 3. HOW WE USE YOUR INFORMATION

We use the information we collect to:

- Deliver the resources, products, and services you requested
- Send you emails about our services, offers, and valuable content
- Send SMS messages if you have opted in
- Process your purchases and payments
- Improve our website and services
- Respond to your inquiries and provide customer support
- Comply with legal and regulatory obligations

## 4. SMS / TEXT MESSAGE COMMUNICATIONS

By providing your phone number and checking the SMS opt-in box on our forms, you expressly consent to receive text messages from EmpowerHer CEO. These messages may include:

- Appointment reminders and booking confirmations
- Service-related notifications and updates
- Follow-up communications related to your account or programs

- Automated missed-call text-back responses
- Promotional messages about our services and offers

**Message frequency may vary. Message and data rates may apply. Reply STOP at any time to opt out of SMS messages. Reply HELP for assistance.**

SMS consent and phone numbers collected for SMS purposes are never shared with third parties or used for marketing by outside companies.

## **5. EMAIL COMMUNICATIONS**

By providing your email address and opting in through our forms, you consent to receive email communications from EmpowerHer CEO. These may include: delivery of requested resources, educational content and tips, information about our services and offers, and newsletters. You can unsubscribe from our emails at any time by clicking the "unsubscribe" link at the bottom of any email.

## **6. THIRD-PARTY SERVICE PROVIDERS**

We use trusted third-party services to help us operate our business. These include:

- HighLevel — CRM, email marketing, SMS messaging, and funnel hosting
- Stripe — payment processing
- Meta / Facebook — advertising

These services have their own privacy policies governing their use of your information. SMS consent and phone numbers are never shared with third parties for their own marketing purposes.

## **7. ARTIFICIAL INTELLIGENCE & AUTOMATED TOOLS**

We may utilize artificial intelligence tools and automated systems, including the Psyche AI platform, to assist with certain aspects of our business operations and communications. This may include scheduling assistance, automated responses, and internal workflow management. Any coaching, advice, or recommendations provided to you involve human oversight. We do not use AI systems to make automated decisions that materially affect your rights without human review.

## **8. COOKIES AND TRACKING**

Our website may use cookies and similar tracking technologies to enhance your experience, analyze site traffic, and for marketing purposes. You can set your browser to refuse cookies, but some features of our website may not function properly.

## **9. DATA SECURITY**

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## **10. YOUR RIGHTS**

You have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Opt out of SMS communications at any time by replying STOP
- Opt out of marketing email communications at any time
- Withdraw consent at any time

To exercise these rights, contact us at [ap@empowerher.ceo](mailto:ap@empowerher.ceo).

## **11. FACEBOOK DISCLAIMER**

This site is not part of the Facebook website or Facebook Inc. Additionally, this site is not endorsed by Facebook in any way. FACEBOOK is a trademark of FACEBOOK, Inc.

## **12. 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.

## **13. THIRD-PARTY LINKS**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and encourage you to review their privacy policies.

## **14. CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time to reflect changes in our business practices, technology, or applicable law. We will notify you of significant changes by updating the "Last Updated" date at the top of this policy. Continued use of our services after changes constitutes acceptance of the updated policy.

## **15. CONTACT US**

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

**EmpowerHer CEO**

Email: [ap@empowerher.ceo](mailto:ap@empowerher.ceo)

Website: [empowerher.ceo](http://empowerher.ceo)