

1) Who we are

- Entity: Yes 2 Life Institute
- Website: yes2lifeinstitute.com
- Contact for privacy requests: support@yes2lifeinstitute.com
- Scope: This Policy covers our website, landing pages, email communications, and any lead magnets, digital products, courses, memberships, coaching, webinars, and events we offer.

2) Information we collect

- Information you provide: Name, email address, messages or form inputs, survey responses, and event registrations.
- Usage data: IP address, device and browser type, pages viewed, time on site, referring/exit pages, general location (city/region), and interactions with our emails.
- Cookies and similar tech: Cookies, pixels, tags for essential site functions, analytics, and marketing. See “Cookies & Tracking” below.
- Sensitive data: We do not intentionally collect “sensitive data” under Colorado law (e.g., precise geolocation, health info) via this site. If you share it with us, we will use it only for the purpose you provided and based on your consent.

3) How we use information

- Deliver the resources and services you request (e.g., guide downloads, course access).
- Send educational content, updates, and relevant offers you opt in to (unsubscribe any time).
- Improve site performance, user experience, and our communications (analytics and testing).
- Maintain security, prevent misuse/fraud, and comply with legal obligations.

4) Cookies & tracking technologies

- Types:
 - Essential (site functionality and security)

- Analytics (performance and usage insights)
- Marketing (measuring campaigns, showing relevant ads)
- Your choices: Manage cookies via your browser settings; some features may not work without essential cookies. If we use specific tools (e.g., analytics, ad pixels), we will list them and provide opt-out links on our “Your Privacy Choices” page (when available).
- Global signals: We honor recognized browser-based opt-out signals, including Global Privacy Control (GPC), as described below.

5) Targeted advertising and “sale” of data (Colorado)

- “Sale” under Colorado law can include sharing data for valuable consideration. We do not sell your personal data for money.
- We may use targeted advertising (showing ads based on your activity). You can opt out at any time (see Section 8).
- Universal Opt-Out Mechanism: We honor Colorado’s Universal Opt-Out Mechanism. If your browser sends a recognized signal (e.g., GPC), we will treat it as an opt-out of targeted advertising and of “sales” as defined by Colorado law.

6) Sharing your information

- Service providers: Email delivery, analytics, hosting, security, payments (if applicable). They must follow our instructions and can’t use your data for their own purposes.
- Legal/safety: If required by law, or to protect rights, property, or safety.
- Business transfers: In a merger, acquisition, or reorganization, your data may transfer as part of that transaction.

7) Data retention

- Contact data (e.g., email): While you remain subscribed and for up to 24 months after unsubscribe or inactivity, unless law requires longer.
- Usage/analytics data: Up to 24 months, then aggregated or deleted.
- We may retain data as needed to comply with legal obligations, resolve disputes, or enforce agreements.

8) Your Colorado privacy rights

Colorado residents may:

- Confirm whether we process your personal data and access it.
- Correct inaccuracies in your personal data.
- Request deletion of your personal data.
- Obtain a portable copy of personal data you provided.
- Opt out of targeted advertising, sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.

How to exercise your rights:

- Email support@yes2lifeinstitute.com with your request. We will verify your identity (for example, by confirming your email and recent interactions) before acting on your request.
- We will respond within 45 days. If reasonably necessary, we may extend once for 45 more days and will let you know why.

Appeals:

- If we deny your request, you may appeal by replying to our decision with “Appeal” in the subject line. We will respond within 45 days with our final decision.
- If you remain unsatisfied, you may contact the Colorado Attorney General: coag.gov.

Opting out of targeted advertising and “sales”:

- Use a recognized global opt-out signal (e.g., GPC) in your browser—honored automatically by us.
- Or email support@yes2lifeinstitute.com with the subject “Colorado Opt-Out.”

9) Children’s privacy

- Our site is not intended for children under 13, and we do not knowingly collect personal data from children. If we learn we collected such data, we will delete it.

10) Security

- We use reasonable technical and organizational measures to protect personal data. No method of transmission or storage is 100% secure.

11) International transfers

- If we transfer data outside your state or country (e.g., to service providers), we use appropriate safeguards consistent with applicable law.

12) Do Not Track and global signals

- While standard “Do Not Track” signals aren’t consistently honored across the industry, we honor recognized Global Privacy Control signals as an opt-out of targeted advertising and “sales” under Colorado law.

13) Changes to this policy

- We may update this Policy as practices or regulations evolve. We will post changes with a new “Last updated” date.

14) Contact

- Questions or requests: support@yes2lifeinstitute.com