



Privacy Policy

Last Updated: October 19, 2026

1. Scope and Who We Are

This Privacy Policy describes how Elevate Now LLC (also referred to as “ElevateNow,” “we,” “us,” or “our”), located in Denton, Texas 76208, collects, uses, discloses, retains, and protects personal information in connection with our website at <https://elevatenow.com/> (the “Site”), our coaching and consulting services, Discovery Call scheduling, assessments, communications, and related offerings (collectively, the “Services”).

This Policy applies to information we handle about Site visitors, prospective clients, clients, and other individuals who communicate with us. It does not govern third-party websites or services that maintain their own privacy notices. If a separate agreement or assessment-specific notice applies, it may provide additional information about particular processing activities.

2. Information We Collect

Information you provide directly. We may collect your name, email address, telephone number, mailing address, organization, job title, scheduling preferences, appointment details, communications, questionnaire responses, coaching goals, feedback, purchase or transaction details, and other information you choose to provide.

Assessment and coaching information. When you elect to participate in an assessment or coaching engagement, we may receive assessment responses, scores, reports, interpretations, coaching notes, and information you share about professional or personal circumstances. Some of this information may be sensitive. Please avoid sending unnecessary sensitive personal information through ordinary website forms or email.

Information collected automatically. When you use the Site, we and our service providers may collect IP address, device and browser information, approximate location inferred from IP address, referring pages, pages viewed, interaction data, date and time of visits, cookie identifiers, and similar technical information.

Information from others. Where appropriate, we may receive information from your employer or sponsoring organization, assessment providers, referral sources, scheduling providers, and other parties involved in delivering the Services, subject to applicable law and agreements.

3. How We Use Information

We may use personal information to: respond to inquiries and schedule, confirm, reschedule, or conduct Discovery Calls; deliver coaching, consulting, and assessment-related services; communicate about appointments, service updates, and client requests; manage our client relationships, records, payments, and contracts; improve the Site, offerings, and client experience; protect the security and integrity of our systems; comply with applicable law and enforce our rights.

We do not use assessment results to make automated employment decisions on behalf of employers. If an employer uses an assessment in hiring or employment, that employer is responsible for its own decisions, legal obligations, and disclosures.

4. Cookies, Analytics, and Similar Technologies

The Site may use cookies and similar technologies for essential site functions, scheduling, preference management, security, analytics, and—if enabled—advertising or marketing measurement. Third-party tools may set their own cookies or collect information under their respective policies.

You may manage cookies through your browser and, where available, through our Site's cookie controls. Disabling certain technologies may affect functionality. We will provide any consent or opt-out mechanisms required by applicable law for technologies actually deployed on the Site.

Our response to browser-based “Do Not Track” signals and legally recognized opt-out preference signals depends on the tracking technologies enabled and applicable law. We will honor signals where required by law and technically applicable.

5. Communications, Email, and Text Messages

We currently use email and text messages only for appointment-related communications, such as booking confirmations, reminders, rescheduling or cancellation notices, and direct responses to appointment inquiries. We do not currently send promotional email or SMS campaigns. If these practices change, we will update our disclosures and obtain consent where required.

Where supported, you may opt out of appointment-related text messages by replying STOP and request help by replying HELP. Message frequency varies according to your appointment activity; message and data rates may apply. We do not sell or share mobile numbers or SMS consent information with third parties for their independent marketing. Opting out of texts may affect our ability to send text reminders; you may contact us by email about your appointment.

6. How We Disclose Information

We may disclose information to vendors and service providers acting on our behalf, including website hosting, customer relationship management, scheduling, email and text delivery, video conferencing, payment processing, analytics, document storage, and assessment administration providers. These parties may process information as necessary to perform contracted services.

We may disclose assessment or coaching information to an employer or other sponsoring organization only as authorized by the applicable engagement, informed consent, or other lawful basis, subject to contractual confidentiality commitments. Individual coaching communications are not automatically shared with an employer simply because the employer pays for services.

We may disclose information to professional advisers; to comply with lawful requests or legal obligations; to investigate fraud or protect rights, safety, and security; in connection with a merger, sale, financing, or reorganization; or at your direction or with your consent.

We do not sell personal information for money. Certain advertising or analytics practices, if enabled, may be treated as “sale,” “sharing,” or targeted advertising under some state laws; any applicable notices and choices must reflect the technologies actually in use.

7. Judgment Index Assessments, Team Reports, and Employer-Sponsored Services

ElevateNow provides Judgment Index™ assessments for individual coaching, leadership and employee development, manager and team evaluation, and pre-employment assessment. We may access participants’ assessment responses as well as resulting individual, manager, and team reports. Reports may contain evaluations of judgment, values, decision-making, and professional characteristics. We use this information to administer assessments, interpret results, provide coaching and consulting, and prepare requested individual or organizational reports.

Who receives results depends on the engagement and the disclosures made to the participant. For an individually purchased assessment, results are ordinarily provided to that individual. When an employer or other organization pays for or sponsors an assessment, results may be provided to the participant, the sponsoring organization, or both, as arranged. Pre-employment candidates are informed that their results may be provided to a prospective employer. Employer payment alone does not mean that every report or underlying response will necessarily be disclosed. Manager and team reports may contain individual-level or aggregated information depending on the report requested and the engagement arrangements. We do not sell assessment information for advertising purposes. Employers remain responsible for their own hiring and employment decisions.

8. Data Retention

We generally retain copies of Judgment Index assessment responses and reports under our control for 18 months, unless a longer period is required to comply with law, resolve disputes, or meet applicable preservation obligations. Assessment information is stored on the Judgment

Index platform and may also be stored on computers controlled by ElevateNow. The Judgment Index provider independently controls retention of information on its platform under its own practices. Other personal information is retained for as long as reasonably necessary for the purposes described in this Policy, including providing Services, fulfilling contractual obligations, maintaining required records, and protecting legal rights.

9. Data Security

We use reasonable administrative, technical, and organizational safeguards appropriate to the nature of the information we handle. No website, electronic transmission, or storage system is completely secure, and we cannot guarantee absolute security. Please do not send highly sensitive information by unsecured email or through general inquiry forms.

10. Your Privacy Choices and Rights

You may contact us to request access to, correction of, or deletion of personal information we maintain about you, or to withdraw consent where processing is based on consent. We will review and respond to requests as required by applicable law, subject to verification and lawful exceptions.

Depending on where you reside and whether applicable statutory thresholds are met, you may have additional rights, including rights to obtain a copy of data, opt out of certain targeted advertising, sales, or profiling, appeal a denial, or limit particular uses of sensitive data. We will not discriminate against you for exercising rights protected by applicable law. To submit a request or ask about an appeal, email Steve@elevatenow.com with “Privacy Request” in the subject line. We may need to verify your identity before acting.

11. Children’s Privacy

Our Site and Services are intended for adults and are not directed to children under 13. We do not knowingly collect personal information online from children under 13. If you believe a child under 13 has submitted personal information, contact us so we can investigate and take appropriate action. Services for minors, if ever offered, require separate review of applicable parental-consent and safeguarding requirements.

12. International Processing

We are based in the United States. Our vendors and service providers may process or store information in the United States or other jurisdictions. Privacy and data-protection laws may differ across jurisdictions. Where applicable law requires additional safeguards for cross-border transfers, we will implement appropriate measures.

13. Third-Party Sites and Services

The Site may link to third-party websites, assessment platforms, scheduling systems, payment services, and other tools. Their privacy practices are governed by their own policies. We encourage you to review those policies before providing information.

14. Changes to This Policy

We may revise this Policy as our practices, Services, or legal requirements change. We will post the updated version on the Site and revise the “Last Updated” date. Where legally required, we will provide additional notice or obtain consent before a material change takes effect.

15. Contact Us

Elevate Now LLC

Denton, Texas 76208

Email: Steve@elevatenow.com

Website: <https://elevatenow.com/>