

# PRIVACY POLICY

Last updated: December 5, 2024

Sophia Mecum Coaching LLC ("us", "we", or "our") operates <http://www.SophiaMecum.com> (the "Site").

Address: PO Box 743 Wittmann, Arizona 85361

Contact email: [info@SophiaMecum.com](mailto:info@SophiaMecum.com)

We are committed to protecting and respecting your privacy.

This Site collects some personal data from its users.

This Privacy Policy informs you of our views, practices, and policies regarding the collection, use, and disclosure of personal data we receive from users of the Site.

By submitting personal data to us, you agree to us using your personal data as follows.

## INFORMATION COLLECTION, PURPOSE, AND USE

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to name, email address, cookies, usage data, and password.

We may use your personal information to

(remove one or more if not applicable)

- send you our newsletters from time to time
- manage contacts and send messages

- ensure that content from our site is presented in the most effective manner for you and for your computer
- provide you with information, products or services that you request from us which may be of interest to you
- carry out our obligations arising from any contracts entered into between you and us
- interact with external social networks and platforms (e.g. social media widgets and share bars)
- allow registration and authentication (e.g. affiliate portals and membership areas)
- allow access to third-party services' accounts
- monitor infrastructure
- manage hosting and backend infrastructure
- interact with live chat platforms
- carry out remarketing and behavioral targeting (including display ads)
- display content from external platforms
- carry out commercial affiliation (e.g. display ads)
- interact with support and feedback platforms
- manage user database

In addition to the above, we may collect log data and use cookies.

### **Log Data**

Like many site operators, we collect information that your browser sends whenever you visit our Site.

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third-party services such as Google Analytics that collect, monitor and analyze this data.

## **Cookies**

Cookies are text files with a small amount of data, which may include an anonymous unique identifier.

Cookies are sent to your browser from a website and stored on your computer's, tablet's or mobile's part of the hard drive specifically designated for cookies.

It is standard practice to use cookies to make your experience better when using a website.

Like many sites, we use "cookies" to recognize, collect, and/or track information about, and relevant to, your usage of the Site.

Please refer to our Cookie Policy for information on what cookies we use, for what purposes we use cookies, and how to control cookies.

Upon your first visit to the Site (and periodically after that), we will request your consent to our use of cookies, except for those strictly necessary.

Our website uses Google Analytics, Google AdSense, and various affiliate programs to enhance your experience and our services. These third-party services may collect, use, and share your data in accordance with their own privacy policies. It's important to understand the details of these services:

1. **Google Analytics:** This is a tool provided by Google that helps website owners measure how users interact with website content. It provides valuable insights that can help us improve the user experience on our site. Google Analytics works by collecting information about where users come from, how long they stay on the site, what pages they visit, what type of device they're using, and more. This information is collected via a JavaScript tag in the pages of our site. All data is anonymized and cannot be used to identify individuals. For more information on Google's privacy practices, please see Google's privacy policy.
2. **Google AdSense:** Google AdSense is an advertising service provided by Google. It uses cookies to serve ads based on a user's previous visits to our website or other websites. Google's use of advertising cookies enables it and its partners to serve ads to our users based on their visit to our sites and/or other sites on the Internet. Users may opt out of personalized advertising by visiting Google's Ads Settings.

3. **Affiliate Programs:** We participate in various affiliate marketing programs, which means we get paid commissions on purchases made through our links to retailer sites. These programs use cookies to track visits for the purposes of assigning commission on these sales. It is important to note that third-party vendors, including Google, use cookies to serve ads based on a user's previous visits to our website or other websites.
4. **Amazon Affiliate Program:** We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn fees by linking to Amazon.com and affiliated sites. The Amazon Associates program allows us to earn a commission on purchases made through our affiliate links to Amazon.com.

When you click on an affiliate link to Amazon.com, a cookie is placed on your browser. This cookie is used to track the referral from our website. If you make a purchase on Amazon within a set period after clicking one of the links, we may earn a small commission. This commission does not affect the price you pay on Amazon.com.

Amazon provides this service and collects data from users who click on affiliate links. Amazon's use of data is governed by its own privacy policies. We recommend you read Amazon's privacy policy if you want more detailed information on how they collect, use, and protect your data.

It's important to note that we do not have access to, or control over, these cookies that are used by third-party advertisers. We encourage you to review Amazon's privacy policy to understand how they collect, use, and share your data.

Please note that these third-party services operate independently from us and have their own privacy policies. We strongly encourage you to familiarize yourself with these policies. If you do not wish for these third-parties to collect and use information about your browsing behavior, you may opt-out through the settings of your browser or device, or through the applicable third-party opt-out services.

Remember that while we strive to protect your personal information, we cannot guarantee or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the site.

Please remember that your relationship with each third-party service is governed by the terms and conditions and privacy policy of that service. We encourage you to be aware

when you leave our website and to read the privacy statements of each and every website that collects personal information.

## **DATA STORAGE**

Your personal data may be transferred to, and stored at, a destination outside the European Economic Area ("EEA").

By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

## **LAWFUL BASIS OF PROCESSING PERSONAL DATA**

We may process personal data relating to users if one of the following applies:

- users have given their consent for one or more specific purposes;
- provision of data is necessary for the performance of an agreement with the user and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which we are subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in us;

## DATA RETENTION

We process and store your personal data for as long as required by the purpose they have been collected for.

Therefore:

- personal data collected for purposes related to the performance of a contract between us and the user will be retained until such contract has been fully performed;
- personal data collected for the purposes of our legitimate interests will be retained as long as needed to fulfill such purposes;
- we may be allowed to retain personal data for a longer period whenever the user has given consent to such processing, as long as such consent is not withdrawn;
- we may be obliged to retain personal data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority.

Once the retention period expires, personal data will be deleted and some of your rights (i.e. the right to access, the right to erasure, the right to rectification, and the right to data portability) cannot be enforced after the expiration of the retention period. You may find specific information regarding your rights within the relevant section of this Privacy Policy or by contacting us at [info@sophiamecum.com](mailto:info@sophiamecum.com)/via our contact form. [Contact form here.](#)

## THIRD-PARTY DISCLOSURE

We do not sell, trade, or otherwise transfer to outside parties your personal information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users (such as, for example, Convert KIT) so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## YOUR RIGHTS

Users have the right to do the following:

- Withdraw their consent at any time. Users have the right to withdraw consent where they have previously given their consent to the processing of their personal data.
- Object to processing of their data. Users have the right to object to the processing of their data if the processing is carried out on a legal basis other than consent.
- Access their data. Users have the right to learn if data is being processed by us, obtain disclosure regarding certain aspects of the processing, and obtain a copy of the data undergoing processing.
- Verify and seek rectification. Users have the right to verify the accuracy of their data and ask for it to be updated or corrected.
- Restrict the processing of their data. Users have the right, under certain circumstances, to restrict the processing of their data. In this case, we will not process their data for any purpose other than storing it.
- Have their personal data deleted or otherwise removed. Users have the right, under certain circumstances, to obtain the erasure of their data from us.
- Receive their data and have it transferred to another controller. Users have the right to receive their data in a structured, commonly used and machine-readable format and, if technically feasible, to have it transmitted to another controller without any undue delay.
- Lodge a complaint. Users have the right to bring a claim before their competent data protection supervisory authority.

You can exercise your right to prevent such processing by contacting us at [info@sophiamecum.com](mailto:info@sophiamecum.com)/via our contact form [Contact form here](#).

These requests can be exercised free of charge and will be addressed by us as soon as possible and always within 30 days.

## SECURITY

The security of your personal information is important to us.

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our Site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential.

In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Unfortunately, no method of transmission over the internet is completely secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **CALIFORNIA ONLINE PRIVACY PROTECTION ACT**

We agree to users visiting our Site anonymously.

## **COPPA (CHILDREN ONLINE PRIVACY PROTECTION ACT)**

For the collection of personal information from children under the age of 13 years old, we comply with the Children's Online Privacy Protection Act (COPPA).

The Site is not intended for children under 13 years of age.

We do not specifically market to children under 13 years of age. We do not knowingly collect personal information from children under 13 years of age. We do not knowingly collect personal information from children under 13.



If you are under 13 years of age, please do not use the Site or provide any information on the Site, including your name, screen name, username, address, telephone number, email address, and payment details.

If we learn we have collected or received personal information from a child under 13 years of age without verification of consent from a parent or guardian, the personal information collected or received shall be deleted with no delay.

If you believe we might have any information concerning a child under 13 years of age, please contact us at [info@sophiamecum.com](mailto:info@sophiamecum.com)/via our [contact form](#) and we will endeavor to delete such information with no delay.

## **CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy is effective as of December 5, 2024 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of our Site after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

## **CONTACT US**

If you have any questions about this Privacy Policy, please contact us at [info@sophiamecum.com](mailto:info@sophiamecum.com)/via our [contact form](#)