

# Privacy Policy

*Last updated December 7, 2024*

This privacy notice for Coaching by Sim LLC (doing business as Coaching by Sim) ("we," "us," or "our"), describes how and why we might collect, store, use, and/or share ("process") your information when you use our services ("Services"), such as when you:

- Visit our website at [coachingbysim.com](https://coachingbysim.com), or any website of ours that links to this privacy notice
- Sign up for or use our coaching services
- Email, call, text, mail, or otherwise communicate with us
- Engage with us in other related ways, including any surveys, forms, sales, marketing, or events

**Questions or concerns?** Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [coachingbysim@proton.me](mailto:coachingbysim@proton.me).

For historical versions of our privacy policy, visit <https://coachingbysim.com/archive/privacy-policy>.

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## How We Collect Personal Data

We may collect personal data about the way you visit, use, navigate, or interact with our website. Our webhost may also compile analytics data for us about the way you use our website, including but not limited to IP addresses, hostnames, referring domains, and country.

We may collect data you provide to us through any of the communication channels listed on our website. These communication channels may include but are not limited to email, phone calls, voicemails, text messages, other messaging services, forms, surveys, and video conference calls. This may include but is not limited to names, email addresses, phone numbers, usernames, mail addresses, ZIP codes, country, IP addresses, date of birth, signatures, and certain sensitive personal information.

We may collect certain details about your payment method through our payment processor Stripe. This may include but is not limited to card brand, cardholder name, last card number digits, card expiration date, billing address, transaction amount, date and time of transaction, transaction status, and any reason for a declined transaction. Note that Stripe uses tokenization to securely store your sensitive card details in order to maintain PCI compliance.

If you have given explicit consent, sensitive personal information discussed during coaching sessions may be documented in a coach's notes if it is relevant to understanding and remembering your circumstances or goals. This may include but is not limited to religious beliefs, philosophical beliefs, opinions, gender, sexual identity, sex life, race, and ethnicity.

## How Personal Data Is Used

We collect personal data to facilitate the necessary functions of our Services. These functions may include but are not limited to maintaining records of contractual agreements, gathering feedback to improve and/or market our Services, facilitating communication between us and your provided contact methods, facilitating monetary transactions for agreed-upon services, and referencing circumstances, goals, themes, and developments discussed during coaching sessions.

We may retain personal data indefinitely for the purpose of facilitating our Services to you and for the possibility of facilitating our Services to you in the future. See the ["Your Privacy Rights" section](#) for more information.

## How We Share Personal Data with Third Parties

We do not collect cookies on our website or share personal data with third parties for marketing or advertising purposes. We only exchange data with third parties to facilitate our Services. This includes but is not limited to:

- the data necessary to provide you with access to our website with Cloudflare;
- the data necessary to facilitate customer sign-up and payment, maintain customer records, collect surveys, and send and receive emails with Paperbell;
- the data necessary to process payments with Stripe;
- the data necessary to record and store session notes with Google Drive, to process phone communications with Google Voice, and to maintain records of appointments with Google Calendar;
- the data necessary to process email communications with Proton Mail;
- the data necessary to conduct video conference calls through Discord and Zoom;
- and the data necessary to process form submissions with Cognito Forms.

## How We Protect Personal Data

We take your privacy very seriously. No sensitive personal information you share with us during coaching sessions will be shared with anyone else except you, the services we use to document session notes, the relevant authorities in the event we are obligated to by mandatory reporting laws, and a court of law in the event that we are obligated to by their decision to serve us a subpoena.

We also take security measures to protect your data against bad actors who may attempt to gain access to confidential data, such as using reputable third-party services that utilize data encryption, enabling multi-factor authentication, and monitoring account credentials in data breach lists. In the event that we discover that your data was exposed in a data breach, we will notify you (via email) and the relevant authorities within 72 hours, reset all affected account passwords, and work to understand what additional security measures would prevent another data breach.

## Children's Personal Data

In compliance with the Children's Online Privacy Protection Act (COPPA), we do not knowingly collect, use, or disclose data from children under the age of 13. Individuals under the age of 13 are prohibited from using our Services, and individuals under the age of 18 are prohibited from signing up for our coaching services.

If you discover that a child has shared their data with us, please notify us immediately at [coachingbysim@proton.me](mailto:coachingbysim@proton.me) so we can delete any such data.

## Your Privacy Rights

### **To access or correct your data in our records**

Contact us at [coachingbysim@proton.me](mailto:coachingbysim@proton.me).

### **To opt out of data collection by our Services**

See the ["How to Opt Out" section](#).

### **To delete specific data of yours from our records**

Contact us at [coachingbysim@proton.me](mailto:coachingbysim@proton.me) and tell us what information you would like deleted.

### **To delete all of your data from our records**

Contact us at [coachingbysim@proton.me](mailto:coachingbysim@proton.me) and tell us you would like us to delete all of your data. Note that we may still retain some of your data if it is required for legal compliance, the fulfillment of contractual obligations, fraud prevention, or maintaining proper system functionality.

## How to Opt Out

You have several options to opt out of our Services collecting your data.

**To limit the collection of sensitive personal information during sessions**

Withhold or revoke consent for us to document the information you share with us during sessions. You may also tell us what specific information you would like us to refrain from documenting in our notes. In either case, you can communicate this preference to us during sessions, or alternatively, you can contact us at [coachingbysim@proton.me](mailto:coachingbysim@proton.me).

**To opt out of all data collection**

Refrain from using our Services or sending us any information. Please understand that there is certain data (such as your contact methods and coaching goals) that are necessary for the administration of our services.

## How to Contact Us

If you have any questions, concerns, or requests about our privacy policy or how your data is being collected, stored, used, or shared, please contact us using any of the following methods.

Email: [coachingbysim@proton.me](mailto:coachingbysim@proton.me)

SMS: [+1 \(317\) 762-5818](tel:+13177625818)

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