



## Privacy Policy

Here at <https://www.everestlifecoaching.com/> ("Website"), we, Everest Life Coaching ("Company," "Us," or "We") are committed to protecting your privacy through this Privacy Policy ("Policy"). By using the Website, you agree to the terms covered in this agreement.

### 1. Collection of Your Personal Information

Most actions you take on the Website will relay certain information about you to the Company. Through Google Analytics and other tools, we can see which web pages you click on, how long you stay there, and how you generally navigate the website. We use this data to optimize the Website, improve the user experience, and make strategic business decisions. These tools may also collect information and data about your IP address, computer specifications, and other details about the methods in which you are accessing the Website.

You may also provide us additional personal information at various places on the Website by filling out forms, answering questions, providing information while purchasing programs and products or searching for specific information using our search tools. We collect name and email information to identify you as a customer and provide access to your purchases. We request your address to ship products when necessary or because we sometimes like to send surprise thank you gifts via physical mail. We also sometimes request Instagram handles or other social media information so that we can give you shoutouts on Shoutout.social or to have other methods to follow or connect with you, and to communicate in less formal ways.

Company may also use this information to offer you additional products, programs, or services from either Company or from third parties Company promotes in exchange for commissions from those other companies.

### 3. Cookies

A cookie is a piece of information recorded by your web browser. This allows your web browser to recognize places you have visited. For more on cookies, [see this article](#) from the Federal Trade Commission.

Our use of cookies assists you when you begin to type our Website. Your computer may autofill URLs based on its memorized cookies. They can help remember and autofill things like user IDs and website preferences.

We use these cookies and other technological equivalents including social media pixels to track your internet usage to implement advertising strategies.

#### **4. Email**

Email is the backbone of most online marketing. Your email is valuable to us, and your privacy is valuable to you. We take care to ensure that your email and other data is used in a respectful manner, and we keep your email confidential. We do not sell or in any way share your email in exchange for remuneration. Occasionally, Company does partner with third parties to provide joint education, resources, products, or services. In these cases, your participation is deemed consent for us to share any information you provide to us to that third party.

Company's emails will comply with applicable laws including the CAN-SPAM act. Each email will clearly identify that it is from the Company along with a place for you to unsubscribe from our email list. Occasionally, the technological systems we rely on to remove you from our email list may fail to unsubscribe you. If you continue receiving unwanted emails, please reach out to Company directly at [tom@everest.coach](mailto:tom@everest.coach) and we will manually remove you.

Unsubscribing from Company's email list will remove you from our routine promotional emails and informational emails about podcasts, blog posts, and other resources we may have to share. However, you may still receive information about programs, services, or products you have bought from Company.

#### **5. Information Disclosures**

Company will disclose your personal information only when necessary to provide services, programs, or products to you, or when necessary to work with third parties like lawyers or collection agencies to enforce these terms or any other terms between you and Company. We may also disclose your information when we are otherwise legally required to do so.

#### **6. How We Protect Your information**

We make best efforts to ensure the security of your information using industry standards and reasonable methods. We rely on reputable and reliable third-party vendors to collect basic information. If you work with us in a one-on-one capacity, we may collect additional information from you including, but not limited to social security numbers, past tax information, financial information, and other personal data necessary for us to

provide you tax preparation and financial consulting services. For this data, we use a different, reputable third-party platform designed for these purposes.

## **7. Policy Changes**

Company reserves the right to update this privacy policy at any time. We will notify you by email when any material changes are made regarding your personal information.

## **8. Visitor's GDPR Rights**

The General Data Protection Regulation (GDPR) is a law that governs information and privacy rights for people within the European Union. Those rights include:

We will retain the any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) the Company decides that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that Company stores and the rights to either rectify or erase your personal data. You have the right to seek restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data. To the extent that you provided consent to the Company's processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent. You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

We require only the information that is reasonably required to enter into an agreement with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into an agreement with us.

## **9. Children Under the Age of Eighteen**

Company does not knowingly collect, either online or offline, personal information from persons under the age of eighteen. If you are under the age of eighteen, you may use the Website with permission of a parent or guardian.

## **9. Contact Us**

Company welcomes your questions or comments regarding the Privacy Policy:

Email Address: [tom@everest.coach](mailto:tom@everest.coach)

*Last Updated: October 28, 2023*