



# Privacy Policy

Last updated: 11 September 2023

Self Mastery, (“the Company”, “us”, “we”, or “our”), operates the Self Mastery website I may change or add to this privacy notice, so I encourage you to come back and read it periodically. Self Mastery is the data controller that resides in Wiltshire, United Kingdom

This privacy notice governs the website Self Mastery and informs you of my policies regarding the collection, use, and disclosure of personal data when you use my Service and the choices you have associated with that data. Your privacy is very important to me.

I use your data to provide and improve my site. By using the site, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in my Terms and Conditions, accessible upon request.

## DATA WE COLLECT

While using my site, I may ask you to provide me with certain personal data that can be used to contact or identify you (“Personal Data”). Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City

I may also collect further, voluntary information to enable me to provide my service in an optimized manner. Some data collected from clients may include:

- Sensitive Information
- Goals and Aspirations
- Business Details
- Health Related Information

## Information Collected Automatically

Like many websites, I and my service providers, such as Facebook, use cookies, web beacons and other technologies to receive and store certain types of information when you interact with

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me through your computer or mobile device. Using these technologies helps me recognize you, customize your experience and make relevant marketing messages. Here are some of the types of information we collect:

- Log & Device data. When you visit my site, I may automatically record information (“log data”), including information that your browser sends whenever you visit my site. This log data may include the web address you came from or are going to, your device model, operating system, browser type, unique device identifier, IP address, mobile network carrier, and time zone or location.
- Cookie data. I may use “cookies” (a small text file sent by your computer each time you visit my site) or similar technologies to record log data. When I use cookies, I may use “session” cookies (that last until you close your browser) or “persistent” cookies (that last until you or your browser delete them). To help me make e-mails more useful and interesting, I often receive a confirmation when you open an e-mail from me if your computer supports such capabilities. You can opt out of receiving emails from me. Please see the Your Choices section below.

## HOW I USE YOUR INFORMATION

I may use the information that I collect about you to:

- Provide my Products and Services. I will use your information to provide my products and services to you.
- Understand and improve my products. I will perform research and analysis about your use of, or interest in, my products, services, or content, or products, services or content offered by others. I do this to help make my products better and to develop new products.
- Communicate with you. I may send you emails about new product features or other news about me or on topics I think would be relevant to you. You may opt out of these at any time. Visit the Your Choices section below.
- Responding to your requests. I will also use your information to respond to your questions or comments.

I may contact you to inform you about changes in my services, my service offering and other important service-related notices such as changes to the privacy policy or security or fraud notices.

I may develop and display content and advertising tailored to your interests on my products and services on my site and on other sites;

I also may use your information to manage my business or perform functions as otherwise described to you at the time of collection.

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## Sharing and Disclosure

I do not share your personal information with others except as indicated within this policy or when I inform you and give you an opportunity to opt out of having your personal information shared.

I will share your information in the following ways

- With third-party service providers, agents, or contractors. I use other companies, agents or contractors (“Service Providers”) to perform services on my behalf or to assist me with providing services to you. For example, I may engage Service Providers to process credit card transactions or other payment methods. Or, I may engage Service Providers to provide services such as marketing, advertising, communications, infrastructure and IT services, to provide customer service, to collect debts, and to analyse and enhance data (including data about users’ interactions with my service). These Service Providers may have access to your personal or other information in order to provide these functions. In addition, some of the information I request may be collected by third-party providers on my behalf. I do not authorize them to use or disclose your personal information except in connection with providing their services.

Analytics: Specifically for analytics providers, I use Google Analytics Google Analytics which is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of my Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/> Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

## Advertising:

I may use third-party Service Providers to show advertisements, which may include targeted advertisements on a third-party site after you have visited our website. I and the third-party service providers use cookies to inform, optimize, and measure performance service ads based on your previous visits to my site.

Please note at this time, I do not recognize automated browser signals regarding tracking mechanisms, which may include “do not track” instructions.

I work with Google AdSense & DoubleClick Cookie Google, as a third-party vendor, uses cookies to serve ads on our site. Google’s use of the DoubleClick cookie enables it and its

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partners to serve ads to my users based on their visits to my Service or other websites on the Internet. You may opt out of the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads Settings web page: <http://www.google.com/ads/preferences/>

Facebook: You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

To see more about Facebook's participation in the Digital Advertising Alliance please visit the Choices section of this notice.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

Payment Providers: I may provide paid products and/or services within the site. When I do, I use third-party services for payment processing (e.g. payment processors). I will not store or collect your payment card details. That information is provided directly to my third-party payment processors whose use of your personal information is governed by their own privacy notice. The payment processors I work with adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors I work with are:

Paypal – Please [view their privacy policy here](#)

- To comply with the legal process or to protect Self Mastery.

If I believe that disclosure is reasonably necessary to comply with a law, regulation, legal or governmental request; to enforce applicable terms of use, including investigation of potential violations thereof; to protect the safety, rights, or property of the public, any person, or Self Mastery as required by law; or to detect, prevent, or otherwise address, security or technical issues or illegal or suspected illegal activities (including fraud).

- Business Transfers.

I may engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this Policy. In such transitions, customer information is typically one of the business assets that is transferred or acquired by a third party. In the unlikely event that I or substantially all of my assets are acquired or enter a court proceeding, you acknowledge that such transfers may occur and that your personal information can continue to be used as set forth in this privacy policy.

Links to Other Sites

I may have links on my site to other sites that I do not operate. If you click on a third-party link, you will be taken directly to that site which is governed by its own privacy notice. I strongly

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encourage you to read that privacy notice. I do not control that site and assume no responsibility for the content, policies or its practices.

## Retention

Self Mastery will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Notice. I will retain and use your Personal Data to the extent necessary to comply with my legal obligations (for example, if I am required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Self Mastery will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of my Service, or I am legally obligated to retain this data for longer time periods.

## Choices and Individual Rights:

I aim to take reasonable steps so you can correct, amend, delete or limit the use of your Personal Data.

You have the following choices:

- E-mail. As described above, if you do not wish to receive promotional e-mails from me, you may opt out at anytime.
- Your browser's help function should contain instructions on how to set your computer to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at any time.
- You can opt out of online targeted advertising by opting out within the advertisement itself or by visiting Digital Advertising Alliance, <http://www.aboutads.info/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>. You can also opt out of the Digital Advertising Alliance using your mobile device settings.

Your rights under certain circumstances:

To access and receive a copy of the Personal Data I hold about you.

To rectify any Personal Data held about you that is inaccurate

To request the deletion of Personal Data held about you

You have the right to data portability for the information you have provided to me. You can request to obtain a copy of this information in a commonly used electronic format so that you can manage and move it. I will need to verify your identity before being able to respond to such requests. Please contact me at **bridget@self-mastery.uk**

## Security

I believe I use reasonable administrative, logical, physical and managerial measures to safeguard your personal information against loss, theft and unauthorized access, use and

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modification. Unfortunately, no measures can be guaranteed to provide 100% security. Accordingly, I cannot guarantee the security of your information.

#### My policy on children's information

My site is not directed to children under 16. If you learn that your minor child has provided me with personal information without your consent, please contact me at **bridget@self-mastery.uk**.

#### Changes to the Policy

I may change this policy from time to time, and if I do make changes, I'll post any changes on this page. If you continue to visit my site after those changes are in effect, you agree to the revised policy. If the changes are significant, I may provide more prominent notice or get your consent on the new policy.

#### Contacting me

If you have any questions or comments about this policy, please contact me at **bridget@self-mastery.uk**

#### Cookies Policy

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