

# Privacy Policy

*Shaina Cunningham Life Coaching*

[www.shainacunningham.com](http://www.shainacunningham.com)

## 1. Introduction

Welcome to Shaina Cunningham Life Coaching. Your privacy matters to me, and I am committed to protecting the personal information you share when using my website and services.

This Privacy Policy explains how I collect, use, store, and protect your information when you visit my website, subscribe to my communications, or engage in coaching services. By using this website or my services, you agree to the practices described in this policy.

## 2. Information I Collect

I may collect the following types of information:

Contact Information: Your name, email address, and phone number when you submit a contact form, schedule a consultation, or sign up for my newsletter.

Coaching Session Data: Notes, goals, progress updates, and other information you share during our coaching sessions to support your growth and track your journey.

Payment Information: If you purchase coaching services, your payment details are processed through secure third-party payment processors such as Stripe or PayPal. I do not store your full credit card number on my systems.

Website Usage Data: Information about how you interact with my website, including pages visited, time spent on pages, and referring websites. This data is collected through cookies and analytics tools.

Communications: Records of emails, messages, and other correspondence between us.

## 3. How I Use Your Information

I use the information I collect for the following purposes:

Service Delivery: To provide life coaching services, prepare for sessions, and support your personal development journey.

Communication: To respond to your inquiries, send appointment reminders, and share relevant resources or follow-up materials.

Marketing: With your consent, to send newsletters, updates, and information about services that may interest you. You can opt out at any time.

Website Improvement: To analyze how visitors use my website and improve the user experience.

Legal Compliance: To comply with applicable laws and protect my legal rights when necessary.

## **4. Legal Basis for Processing**

I process your personal information based on one or more of the following legal grounds:

Consent: When you voluntarily provide your information or opt in to receive communications.

Contractual Necessity: When processing is required to fulfill our coaching agreement or provide services you have requested.

Legitimate Interests: When processing helps me improve my services, communicate with clients, or operate my business effectively, and these interests do not override your rights.

Legal Obligation: When I am required to process your data to comply with applicable laws.

## **5. Data Sharing**

I do not sell your personal information. I may share your data with trusted third-party service providers who assist me in operating my business:

Payment Processors: Stripe, PayPal, or similar services to securely process payments.

Email Service Providers: Platforms like Mailchimp or ConvertKit to manage newsletters and communications.

Website Hosting and Analytics: Services that host my website and provide analytics to help me understand site performance.

Scheduling Tools: Platforms that facilitate appointment booking.

These providers are contractually obligated to protect your information and use it only for the services they provide to me. I may also disclose your information if required by law or to protect my legal rights.

## **6. Data Retention**

I retain your personal information only as long as necessary to fulfill the purposes outlined in this policy:

Contact and communication records are retained for as long as we have an ongoing relationship and for a reasonable period afterward.

Coaching session notes are retained for the duration of our coaching relationship and for a reasonable period following its conclusion, unless you request earlier deletion.

Payment records are retained as required for accounting, tax, and legal compliance purposes.

Marketing preferences are retained until you unsubscribe or request removal.

When your data is no longer needed, I will securely delete or anonymize it.

## 7. Your Rights

Depending on your location, you may have certain rights regarding your personal information:

Access: You can request a copy of the personal information I hold about you.

Correction: You can request that I correct inaccurate or incomplete information.

Deletion: You can request that I delete your personal information, subject to certain exceptions.

Portability: You can request a copy of your data in a commonly used format.

Opt-Out: You can unsubscribe from marketing communications at any time by clicking the unsubscribe link in any email or contacting me directly.

Withdraw Consent: Where processing is based on consent, you may withdraw it at any time.

To exercise any of these rights, please contact me using the information provided below.

## 8. Security

I take reasonable measures to protect your personal information from unauthorized access, loss, misuse, or alteration. These measures include:

Using secure, encrypted connections (HTTPS) on my website.

Working with reputable third-party providers who maintain strong security practices.

Limiting access to personal information to those who need it to provide services.

While I strive to protect your information, no method of transmission over the internet or electronic storage is completely secure. I cannot guarantee absolute security but am committed to maintaining appropriate safeguards.

## 9. Cookies and Tracking

My website uses cookies and similar technologies to enhance your experience and gather information about site usage.

Essential Cookies: These are necessary for the website to function properly.

Analytics Cookies: I use tools like Google Analytics to understand how visitors interact with my website. This helps me improve content and user experience. You can opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on.

You can manage your cookie preferences through your browser settings. Please note that disabling certain cookies may affect website functionality.

## **10. Third-Party Links**

My website may contain links to external websites or resources. I am not responsible for the privacy practices or content of these third-party sites. I encourage you to review the privacy policies of any external sites you visit.

## **11. Children's Privacy**

My services are intended for adults. I do not knowingly collect personal information from children under the age of 13 (or the applicable age of consent in your jurisdiction). If I become aware that I have inadvertently collected information from a child, I will take steps to delete it promptly.

## **12. Contact Information**

If you have questions about this Privacy Policy, wish to exercise your rights, or have concerns about how your information is handled, please contact me:

Website: [www.shainacunningham.com](http://www.shainacunningham.com)

Please use the contact form on my website to reach me directly.

## **13. Policy Updates**

I may update this Privacy Policy from time to time to reflect changes in my practices or for legal, operational, or regulatory reasons. When I make changes, I will update the "Last Updated" date at the bottom of this policy. I encourage you to review this policy periodically.

If I make significant changes that affect how I handle your personal information, I will notify you through my website or by email where appropriate.

---

*Last Updated: January 16, 2026*

*For legal advice, consult an attorney.*