



## Privacy Policy:

This Privacy Statement of Eunoia Coaching LLC (“Eunoia” “we” “us” or “our”) outlines how your personally identifiable information and other personal data (your “user information”) will be collected, used, and shared in connection with your access to and/or use of EunoiaCoaching.com and any content, features, services, or other offerings that Eunoia may provide in connection therewith (collectively, the “Site”). This Privacy Statement also describes your choices and rights regarding the use, access and correction or deletion of your user information. By using the Site, you consent to the use of your user information in accordance with this Privacy Statement. If you are located in the EU, you will also be asked to provide clear and unequivocal affirmative consent to the collection, processing, and sharing of your user information via cookies and similar technologies. The Site is owned and operated by Eunoia.

Notice to EU Individuals: this Privacy Statement and its enumerated policies are intended to comply with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (the “General Data Protection Regulation” or “GDPR”) and provide appropriate protection and care with respect to the treatment of your user information in accordance with the GDPR.

### **Summary**

To enhance, personalize, and support your experience on the Site, among other things, we collect, and use your user information. For example, we use aggregated information to develop content targeted to user interests and to generally improve the Site’s user experience. As detailed below, your user information may also be used by Eunoia and to tailor content and ads, provide social media features (e.g., features that allow you to share content directly to your preferred social media platform), track your preferences, analyze traffic, and provide similar services and content. Eunoia is committed to your privacy and will not share any user information with any third party without your consent, except as outlined in this Privacy Statement or as permitted by law. If you have any requests, comments, or questions about this Privacy Statement or your user information, please contact us in the manner provided below.

### **What this Privacy Statement Covers**

This Privacy Statement covers the Site. While you may encounter links on the Site to other websites, such as those relating to referenced articles, please note that these websites are not covered by this Privacy Statement (unless otherwise noted on such site, which may be the case if, for example, the site is also owned and operated by Eunoia). To learn more about such third party policies, we encourage you to read and review the privacy statements of each third party service that you may choose to use in connection with the Site. This Privacy Statement applies only to information collected by us.

As a general reminder, please think carefully before you decide to put anything on the

internet. For example, if you voluntarily disclose user information in chat areas or bulletin boards (e.g., comments sections), that information could be seen and used by others, and may result in unsolicited messages from others. We are not responsible for the personally identifiable information or other user information you may choose to submit in these public forums. To request removal of your personal information from our blog or community forum, please contact us as provided below. In some cases, we may not be able to remove personal information voluntarily disclosed by you in such forums for legal retention purposes or technical limitations (e.g., the data may not be searchable), in which case, we will notify you if we are unable to do so.

### **Gathering of Information**

**Section Overview:** We collect user information when you use the Site. Sometimes you may submit it to us yourself, other times it may be collected automatically. You can manage and change your preferences as outlined below.

### **Information Collected**

When you use the Site, your user information may be collected, and used in a variety of manners. As detailed below, the type of user information collected may vary based on how it was gathered, but may include, among other things, your name, email address, and other information that you voluntarily submit (e.g., when scheduling an appointment, registering for a training, or registering to receive our newsletter or other free information on the Site, you may submit your contact information, social media account handles, and/or professional information), information automatically collected about your usage of the Site (e.g., the content that you choose to view).

### **Voluntary Submission**

Eunoia may collect user information that is voluntarily provided by you or with your permission. For example, we may ask you for information, such as your e-mail address, when you schedule an appointment, registering for a training event, or register to receive our newsletter or other free information on the Site. You may also provide information to Eunoia in other contexts, including, for example, to enter into a sweepstakes, contest, or promotion, or to apply for consideration in connection with a Eunoia list or similar accolade (e.g., Top Hypnosis Entrepreneurial Successes list applications). In the event you order something from the Site or one of our co-branded websites, we may request additional personal information, such as your address, telephone number and credit card information, in order to complete your purchase. You always have the option not to provide the information we request. If you choose not to provide the information we request, you can still visit most of the Site, but you may be unable to access certain options and services. When you register or become a member of the Site or provide information to Eunoia in any other manner, you agree to provide only true, accurate, current and complete information. We also supplement the data you provide to us with data from data append services such as public or social graph data in order to better serve

you with content or promotions.

## **Cookies**

A cookie is a small data file that is written to your computer's hard drive by your web browser. A cookie file can contain and/or automatically collect information, such as a user identification code or IP address, that a website will use to track the pages and number of times you have visited. The data read from these cookies may be linked to personally identifying (PII) and non-personally identifying (non-PII) information.

We use cookies and similar technologies on the Site to personalize and optimize your browsing experience and the Site by:

- providing you tailored content and advertisements (see below for more information),
- enabling social media features,
- safeguarding against spam and malware,
- analyzing trends, traffic, and user behavior,
- administering the website,
- gathering demographic information about our user base as a whole,
- tracking web and advertising analytics throughout the Site and its affiliate websites,
- remembering your preferences and voluntarily-submitted information (e.g. custom video playlists, preferences, membership status),
- performing location-related functionalities and analytics,
- participating in market research (e.g., website ratings), and
- educating ourselves about how we can continue to improve the Site and its various elements.

Cookies fall into the subcategories below.

**Essential Cookies.** Certain cookies are used for specific purposes that are essential to your secure use and navigation of the Site. Without them, Eunoia may not be able to provide core Site functions and features to you, and the Site would not operate as well as you or Eunoia would like. These cookies collect and use information such as your server preferences, single-session data and corresponding identifier, web beacons and log files (detailed below), and other credential-related information. For EU individuals, essential cookies also help inform Eunoia whether you require, or have already been served, an affirmative consent request in connection with the GDPR. Essential cookies include analytics cookies, which provide us data that allows Eunoia to better understand its users and improve the Site based on what we have learned from that data.

**Preference Cookies.** Other cookies are used to collect and process information about your preferences and similar choices in connection with the Site in order to optimize your

browsing experience (e.g., various local preference settings and related content you may prefer). Preference cookies include social media cookies, which collect information about your social media usage and other data you may have provided in connection with such usage (if you access the Site through a social media website or mobile application, you may have social media cookies). If you wish to modify or change your social media cookies, please visit and review the settings on your applicable social media account(s).

**Advertising Cookies.** To help support the Site and further tailor your experience, Eunoia may also use cookies on the Site to personalize the content and advertisements you may be shown. Such advertisements use cookies to provide you targeted advertisements that may be more consistent with your interests than non-targeted advertisements. Certain Eunoia advertising partners may also use cookies to monitor or track the performance of their advertising content). Eunoia does not provide user information to advertising partners except in connection with the Site or as required by law.

We encourage you to consider keeping your cookies enabled, as if you choose to disable the receipt of cookies from our Site, you may not be able to use or benefit from certain features of the Site, particularly the features that are designed to personalize your experience.

Most web browsers automatically accept cookies, but generally allow users to modify their browser settings to display a warning before accepting a cookie, to accept cookies only from certain websites, and/or to refuse all cookies.

### **Web Beacons**

We use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our sites in order to recognize users, assess traffic patterns, identify preferred content and measure site engagement. We also include web beacons in our e-mail messages, including newsletters, in order to count how many e-mail messages have been opened.

Eunoia may also use web beacons to collect various data provided by your browser while you are on our Site. This data is collected in the aggregate, but may include or be associated with other non-PII or PII that users have voluntarily submitted.

### **Log Files**

The Site's web and ad servers log information about a user's IP address, browser type and the current URL the user is requesting. This information is always provided by a user's browser and automatically logged by most websites. These log files are stored in a secure location and used in our internal analysis of traffic patterns within our website.

### **Use of Your Information**

**Section Overview:** Our primary goal in collecting, and using user information is to enhance your experience on the Site, support the Site, and improve its features,

performance, and other elements. Your user information may be used for the purposes outlined below. We will not share your user information without a valid legal basis to do so.

### **To Provide Interactive Communications from the Site**

To enhance your experience we may provide you with interactive communications, such as interactive quizzes and send the results to the e-mail address that you provide to us. Such interactive communications are provided only to those users who have expressly provided us with their permission to receive them as part of their user profile.

From time to time we may provide e-mails highlighting new features, promotions or contests on the website to those users who have expressly provided us with their permission to send such communications as part of their user profile.

### **Sharing of Information**

We use third parties to provide credit card processing, e-mail service providers and hosting services on the Site. When you sign up for such services, we will share your user information only as necessary for the third party to provide that service. These third parties are prohibited from using your user information for any other purpose. With respect to credit card processing, we do not collect, store, or process any credit card information. If you do not want your information to be shared, you can choose not to allow the transfer of your information by not using that particular service.

From time-to-time we may provide you the opportunity to participate in contests or surveys on our site. If you participate, we will request certain personally identifiable information from you, such as your name and e-mail. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. We use this personally identifiable information to notify contest winners and award prizes.

We may use a third party service provider to conduct these surveys or contests; that company will be prohibited from using our users' personally identifiable information for any other purpose. We will not share the personally identifiable information you provide through a contest or survey with other third parties unless we give you prior notice and choice.

As noted above, you can log in to our site using sign-in services that bridge your social media login information with the Site. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign up form. These services give you the option to post information about your activities on this website to your profile page to share with others within your network. The Site includes social media features, widgets and/or interactive mini-programs that run on our site. These features are small content modules

that users can embed on sites and may collect your IP address, which page you are visiting on our site, or set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing it.

#### **As Necessary to Provide Services to You**

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of newsletter mailings, processing transactions, or performing statistical analysis of our services. We will only provide those companies the information they need to deliver the service. In some instances, these companies may collect information directly from you. In these cases, you will be notified of the involvement of the external service provider. In all cases, these companies are subject to agreements that require them to maintain the confidentiality of your information and they are prohibited from using that information for any other purpose.

#### **In the Event of Sale or Bankruptcy**

The ownership of the Site may change at some point in the future. Should that occur, we want this site to be able to maintain a relationship with you. In the event of a sale, merger, public offering, bankruptcy or other change in control of Eunoia, your information may be shared with the person or business that owns or controls this site. Opting out of receiving information from third parties will not affect our right to transfer your information to a new owner, but your choices will continue to be respected regarding the use of your information. You will be notified as described below in "How will I know if the Privacy Statement is changed."

#### **As Required By Law**

Eunoia may disclose your personal information if required to do so by law such as to comply with a subpoena or in the good faith belief that such action is necessary to conform to the edicts of the law, protect your safety or the safety of others, investigate fraud or comply with a judicial proceeding, court order or legal process served on Eunoia or to protect and defend the rights or property of Eunoia.

Notice to EU Individuals: As outlined in this Privacy Statement, Eunoia will not process your user information without a lawful basis to do so, as such bases are defined in Article 6 of the GDPR. In general, Eunoia will process your user information on the legal bases of consent, contract (if you have entered into an agreement with us and such processing is a necessary part thereof), or legal obligation (as noted above). Eunoia may also process certain user information on the basis of the following legitimate interests, provided that such interests are not overridden by your privacy rights and interests: delivering and continuing to develop and improve the Site, learning from your behavior on the Site (e.g., analyzing traffic) to better serve you and other Site users, helping us modify or enhance the Site and its content, receiving insight as to what users do (and don't) like about our

Site or aspects thereof, and providing a stable, consistent, and secure user experience in connection with the Site.

### **Security**

**Section Overview:** We care about the protection of your user information and use industry standard safeguards to do so. Of course, it's important to keep in mind that no data transmission on the Internet is guaranteed to be 100% secure.

Your information is stored on Eunoia systems located in the United States. We use industry standard physical, electronic, and organizational safeguards to protect your user information against loss or theft as well as unauthorized access and disclosure to protect your privacy. We treat data as an asset that must be protected against loss and unauthorized access. However, "perfect security" does not exist on the Internet. If you are concerned that your privacy may have been breached, please contact us as provided below.

### **Privacy of Children**

**Section Overview:** The Site is intended for people who are at least 18 years of age.

If you are less than 18 years old, please do not send any user information to us--including information such as your name, address, or e-mail address. We do not knowingly collect (nor do we wish to collect) any personally identifiable information or other user information from children under the age of 18. In the event that we learn we have collected any personal information from a child under the age of 18, we will delete that information from our database and terminate the corresponding account, if any. We encourage you to discuss the Site with your parent or guardian.

### **Cross-border Transfers**

**Section Overview:** Your user information may be transferred to other countries in connection with your use of the Site. If you access or use the Site outside of the United States, your user information will be transferred to us in the United States.

### **How to Contact Us**

**Section Overview:** Please contact us if you have any questions or requests.

If you have any questions regarding this Privacy Statement or how to remove or modify your user information or related consents, please feel free to contact us by e-mail at [Think@EunoiaCoaching.com](mailto:Think@EunoiaCoaching.com) or the mailing address below. Our mailing address is Eunoia Coaching --Privacy Team, 340 Madison Ave, 19<sup>th</sup> Floor, New York, NY 10173.

### **How Will I Know if the Privacy Statement Is Changed?**

If we make any material changes we will notify you by email (sent to the e-mail address specified in your account). We encourage you to periodically review this page for the

latest information on our privacy practices.

Note on Translated Version(s): For your convenience, Eunoia may make translated versions of this Privacy Statement available on the Site. In the event that the terms of any such translated version conflict with the terms of the English version, the terms of the English version of this Privacy Statement will control in all instances.