

PRIVACY POLICY

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How and why We Collect Information Personally Identifiable Information: We collect information that can be used to identify you as an individual only when you provide such information directly to us in connection with the Service. We collect your information in order to record and support your participation in the activities you select. If you register for a course, a membership site, or a free training series, for example, the information is used to enroll you in the program, to enroll you in our newsletters, to track your preferences, and to keep you informed about the product and related products. As a visitor to our Sites, you can engage in many activities without providing any personal information. If you opt in to receive any free training series, download a free product, register for a webinar, seminar, or live event, or purchase any product sold by us or promoted by us, you will automatically be subscribed to our correspondence list. If you do not wish to receive any communication, you may opt out at any time. We include an unsubscribe link at the bottom of every e-mail we send. If you have any trouble opting out, please send an e-mail to support@familyofgentlehealers.com. We will manually remove you from our e-mail list(s). In connection with other activities, such as those described above, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask that you provide us personal information, such as your first and last name, mailing address (including ZIP code), e-mail address, telephone, credit card, and other personal information. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity. In all cases, we will collect personal identification information from you only if you voluntarily submit such information to us. We will also tell you how we use your information or if we share it with another party. Except as otherwise provided in this policy, we will never intentionally disclose any personal identification information about you as an individual user to any third party without having received your permission. If you supply us with your contact information you may receive periodic e-mails, mailings or calls from us with information on new products and services, important issues, or upcoming events. If you wish to be removed from any postal, e-mail, phone, or other lists, please let us know by e-mailing us. Please provide us with your exact name, e-mail address, mailing address, and phone. We will be sure your name is removed from the appropriate lists immediately.

Non-Personally Identifiable Information: We also collect and use information about your interactions with Family of Gentle Healers in a manner and format that does not identify you as an individual. We may collect, use, and disclose the following types of Non-Personally Identifiable Information:

- **Analytics information.** We use third-party analytics tools to help us measure traffic and usage trends for the Site. These tools collect information sent by your browser as part of a web page request, including the web pages you visit, your browser add-ons, your browser's width and height, and other information that assists us in improving our service. We may collect and use this analytics information together with your personally identifiable information to build a broader profile of our individual Users so that we can serve you better, to improve our service and for internal business purposes. We may disclose this combined information to our third-party business partners in aggregated, anonymized form as described below in the section entitled "Sharing of Your Information — Non-Personally Identifiable Information."
- **Google Analytics:** We use a tool called "Google Analytics" to collect information about use of the Site, including the Google Analytics Demographics and Interest Reporting feature. Google Analytics collects information such as how often users visit the Site, what pages they visit when they do so, and what other sites they used prior to visiting the Site. We use the information we get from Google Analytics to maintain and improve our service, and we may share anonymous statistical information from our use of Google Analytics with our business partners for such purposes. Google Analytics collects the IP address assigned to you on the date you visit the Site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to the Service is restricted by the Google Analytics Terms of Service, and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to the Service by disabling cookies on your browser. In addition, if you want to prevent your data from being provided to Google Analytics, you can learn how to opt out using a Google plug-in.
- **Cookies information:** When you visit the Site, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets us enhance your navigation through the site. A cookie may also convey information to us about how you use the Site (e.g., the pages you view, the links you click, and other actions you take on the website), and allow us or our business partners to track your usage over time. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Service may not function properly if the ability to accept cookies is disabled.
- **Use of Non-Personally Identifiable Information we collect:** We use or may use cookies, log file, device identifiers, location data and clear gifs information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Site; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our Service; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems; (f) help you efficiently access your information after you sign in; and (g) provide advertising to your browser or device. Exceptions to Privacy Policy While we are committed to keeping

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