

## RISET RESILIENCY LLC PRIVACY POLICY

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RISET RESILIENCY LLC ("us", "we", or "our") offers the Services (as defined in the Terms of Services).

This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Services and the choices you have associated with that data.

We use your data to provide and improve the Services. By using the Services, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meaning as in our Terms of Services.

## **Definitions**

### Personal Data

Personal Data means data about a living individual who can be identified from that data (or from that and other information either in our possession or likely to come into our possession).

### Usage Data

Usage Data is data collected automatically either generated by the use of the Services or from the Services infrastructure itself.

### Cookies

Cookies are small files stored on your device (computer or mobile device).

## **Types of Data Collected**

### Personal Data

We collect various types of personal information when you register on our website (our “Site”); purchase any products or Services from us; contact one of our customer Services representatives; or when we send you periodic emails or text messages (for Services and marketing communications). This information may be collected directly from you (for example, when you complete our forms or enter your information on our websites to make a purchase) or indirectly through your device or browser when you visit our Site.

We use your information to fulfill Services orders, to customize and improve the advertising and content you see, to collect and process “Service Data“, which includes health and treatment information that is required to facilitate sessions , to deliver marketing communications and promotional materials that you may be interested in, to contact you and provide customer Services, to protect the security or integrity of our databases or websites, to detect and prevent fraud or illegal activity, to take precautions against liability, to detect and remediate violations of our Terms of Services or other misuse of our Site, to develop and improve our products and Services and for internal operational purposes.

While using our Services, we may ask you to provide us with Personal Data, which may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data
- Credit card information
- Commercial Information (purchase date, purchase totals, product/services types)
- Website login credentials
- Demographic Information
- Service Data

We may use your Personal Data to facilitate TRE tools for you and your Coach, monitor and improve Service quality or to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribed link or instructions provided in any email we send or by contacting us.

We process data for logging into the website and activity conducted during that log in such as when a user logs in, the login timing, number and length of messages received or sent through the website, received or sent message timing, number and duration of live session scheduled or conducted, the number and timing of use of other features such as worksheets, journals, and goals. We process written communications and related information users share with us to facilitate the Services. This includes messages, session availability, session cancellations and no-shows.

### Usage Data

This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Services that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Services with a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

### Tracking & Cookies Data

We use Cookies and similar tracking technologies to track the activity on our Services and we hold certain information. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyze our Services.

You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some portions of our Services.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Services.

- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.

## **Use of Data**

We use the collected data for various purposes:

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We also use your Personal Data to communicate with you. We may send certain mandatory Services communications such as welcome letters, billing reminders, information on technical Services issues, and security announcements. Additionally, with your permission, we may also occasionally send you surveys or promotional mailings to inform you of other products or Services available from us or our affiliates, and/or share your personal information with our business partners so they may send you information about their products and Services.

## **Retention of Data**

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

We 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 our Services, or we are legally obligated to retain this data for longer periods.

## **Business Transaction**

If we are involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

## **Disclosure for Law Enforcement**

Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## **Legal Requirements**

We may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend our rights or property
- To prevent or investigate possible wrongdoing in connection with the Services
- To protect the personal safety of users of the Services or the public
- To protect against legal liability

## **Security of Data**

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

## **Analytics**

We may use third-party Services Providers to monitor and analyze the use of our Services.

- Google Analytics

Google Analytics is a web analytics Services offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Services. 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.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

### Google Ads (AdWords)

Google Ads (AdWords) remarketing Services is provided by Google Inc.

You can opt-out of Google Analytics for display advertising and customize the Google display network ads by visiting the Google Ads Settings page.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

### Facebook

Facebook remarketing Services is provided by Facebook Inc.

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

### **Payment Processing**

If you make payments to us or event organizers via the Services, we use Wix to process and accept payments. Your payment will be processed by Wix or any other 3rd party payment partner we may use in the future, via those respective Services who operate a secure server to process payment details, encrypt your credit/debit card information and authorize payment. We do not store any credit card information, but Wix payment processing will collect credit card information and any other payment-related information. Each such third-party Services uses the payment-related information that it receives as necessary and appropriate to fulfil requests to

process payment transactions, to facilitate billing and to otherwise deliver payment Services. Personal information about our users is used by each such Services to process payment transactions and for no other purpose, and this information is subject to Wix's privacy policies and terms of use: <https://www.wix.com/about/terms-of-payments>

### **Children's Privacy**

Protecting the safety of children when they use the Internet is important to us. We don't knowingly collect or solicit any data or information from anyone under the age of thirteen (13) or knowingly allow such persons to become our users. The Services are intended for use only by persons who are at least 13 years of age. By using our Services, you confirm to us that you meet this requirement and that, if you are under the age of 18, you have received permission from your parent or guardian before using the Services or sending any personal information to us or anyone else online.

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Services, prior to the change becoming effective, and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us:

Email: [sarah@risetresiliency.com](mailto:sarah@risetresiliency.com)

Mailing Address: 116 E. Gilman St. Apt. 5A, Madison, WI 53703



RISET RESILIENCY, LLC

116 E. Gilman St. Apt. 5A, Madison, WI 53703

United States