

JLSWANCOACHING.COM PRIVACY POLICY

LAST UPDATED: September 25, 2026

PLEASE READ THIS PRIVACY POLICY (“POLICY”) CAREFULLY. THIS POLICY CONSTITUTES A LEGALLY BINDING AGREEMENT BETWEEN YOU AND **JLSWANCOACHING, LLC, A TEXAS LIMITED LIABILITY COMPANY** (“JLSWAN COACHING,” “WE,” “US,” OR “OUR”). BY ACCESSING, OR USING THE JLSWAN COACHING WEBSITE OR ANY RELATED SERVICES (COLLECTIVELY, THE “PLATFORM”), YOU AGREE TO BE BOUND BY THIS POLICY. IF YOU DO NOT AGREE TO THIS POLICY, DO NOT USE THE PLATFORM.

Overview of the Platform

Please read carefully JLSwan Coaching’s Terms of Use. By accessing, and/or using the Platform, you agree to be bound by this Policy, our Terms of Service, and any additional policies and/or guidelines posted on the Platform, each of which is incorporated herein by reference.

JLSwan Coaching is a website that describes, markets, and advertises life coaching services. JLSwan Coaching acts solely as a technology platform that facilitates learning more about JLSwan Coaching’s services and submitting direct inquiries to JLSwan Coaching. JLSwan Coaching does not itself provide, perform, or guarantee any life coaching services or products.

What Types of Information We Collect

As used in this Policy, the term “personal information” includes any data that identifies, relates to, describes, or could reasonably be linked to you or your household, directly or indirectly (e.g., your name, physical address, telephone number, email address, or sensitive personal information); and the term “non-personal information” means any information other than personal information that we may collect from you, such as anonymized or de-identified data or publicly available information that is from federal, state, or local government records.

We may collect personal and non-personal information about you through the Platform, including certain information that may qualify as sensitive data under your state’s laws. Depending upon your use of the Platform, the types of information might include:

- Your name (first, last, and/or middle);
- Your contact information (e.g., address, email address, telephone number);
- The name and telephone number associated with your mobile device;
- Your approximate geolocation as provided through your IP address;
- Statements or content (e.g., comments or messages) and information about such statements or content that you submit to the Platform; and
- Usage activity concerning your use of the Platform.

We are committed to the principle of data minimization. We collect only the personal information that is reasonably necessary and proportionate to achieve the purposes described in this Policy, and we do not collect personal information that is excessive in relation to those purposes. We periodically review the categories and volume of personal information we collect to ensure continued alignment with this commitment.

How We Collect Information

Depending upon your use of the Platform, we might collect personal and non-personal information from you when you visit, access, or use the Platform; when you allow the Platform to access, upload, download, import, or export content found on or through, or to otherwise interact with, your computer or mobile device (or any other device you may use to visit, access, or use the Platform); or when you communicate with us through the Platform.

In addition, if you or a third party sends us a comment, message, or other communication about you or your activities on or through the Platform, then we may collect any personal or non-personal information provided therein or therewith.

Do Not Send Sensitive Personal Information

We ask that you not send us, and not disclose to us, any sensitive personal information (e.g., information related to race or ethnic origin, political opinions, religion or other beliefs, health, genetic, or biometric data, criminal background, etc.) on or through the Platform or otherwise, unless specifically requested by us in connection with the services we provide. As used in this Policy, “sensitive personal information” includes, without limitation: (a) Social Security number, driver’s license number, state identification card number, or passport number; (b) account log-in credentials in combination with any required security or access code, password, or credentials allowing access to a financial account; (c) precise geolocation data; (d) racial or ethnic origin; (e) religious or philosophical beliefs; (f) union membership; (g) the contents of mail, email, or text messages (unless we are the intended recipient); (h) genetic data; (i) biometric information processed for the purpose of uniquely identifying an individual; (j) health, sex life, or sexual orientation information; (k) citizenship or immigration status; (l) data collected from a known child under the age of 18; and (m) criminal history or conviction data — in each case as defined under the CCPA/CPRA (Cal. Civ. Code § 1798.140(ae)), the TDPSA (Tex. Bus. & Com. Code § 541.001(29)), or other applicable privacy laws.

How We Use Collected Information

We may use the personal and/or non-personal information collected from you through the Platform, in a manner consistent with the consent that you have provided us, in a variety of ways, such as, for example, to:

- Respond to user requests;
- Facilitate your movement through the Platform;
- Facilitate your use of the Platform and/or related products and services;
- Provide customer service;
- Send you communications, such as administrative emails, answers to your questions, and/or updates about the Platform;

- Provide you with information about us and/or our products and services by letter, email, text, telephone, or other forms of communication;
- Improve the Platform and/or its respective content, features, and services;
- Improve our products, services, marketing, and/or promotional efforts;
- Create new products, services, marketing, and/or promotions;
- Market our business, products, and/or services;
- Help personalize user experiences with the Platform and/or its respective products and services;
- Analyze traffic to and through the Platform;
- Analyze user behavior and activity on or through the Platform;
- Monitor the activities of you and others on or through the Platform;
- Protect or enforce our rights and properties; and
- Protect or enforce the rights and properties of others (which may include you).

In a manner that is consistent with the consent that you have provided us, we reserve the right to use your personal and non-personal information when:

- Required by applicable law, court order, or other governmental authority (including, without limitation and by way of example only, in response to a subpoena or other legal process); or
- We believe in good faith that such use is otherwise necessary or advisable (including, without limitation and by way of example only, to investigate, prevent, or take legal action against someone who may be causing injury to, interfering with, or threatening the rights, obligations, or properties of us, a user of the Platform, which may include you, or anyone else who may be harmed by such activities, or to further our legitimate business interests).

How We Share Information Collected

We may share your personal information, consistent with the consent you have provided us, with the following:

- Our employees, agents, and administrators;
- Our accountants, financial advisors, and legal advisors;
- Service providers and other third parties who help us provide, manage, administer, maintain, monitor, distribute, operate, or facilitate the Platform, who help us develop, market, or provide our products and services, or who help further our business efforts (e.g., hosting companies, system administrators, mobile app distribution platforms, support services companies), as needed in order for them to perform such services;
- Law enforcement or other governmental entities in response to what we believe to be an allegation or suspicion of illegal activity, a request relating to a civil or criminal investigation, a subpoena, a court order, or any other activity that may expose us to liability if we do not act or comply;
- Any third parties who we believe are necessary to help or allow us to protect and enforce our rights and properties, including, without limitation, to enforce our rights under our Terms of Service or any other agreements that we have with you and to protect and enforce our intellectual property rights; and/or

- Any third parties who we believe are necessary to help or allow us to protect the rights and properties of others (which may include you), assuming that we believe we have an obligation to do so.

We also reserve the right to share your personal information with third parties in connection with or as a result of any potential or actual merger, acquisition, or other event involving a change in our ownership or control (whether by sale of assets, merger, stock purchase, or otherwise).

We do not limit the ways in which we might use or share non-personal information—and we reserve the unencumbered right, but not the obligation, to use or share non-personal information—because non-personal information does not identify you. We commit to using de-identified data without attempting to restore it so that we could identify specific individuals with that information.

How We Retain Data We Collect

Please note that we are not required to erase or otherwise eliminate, or to enable erasure or elimination of, content or information in certain circumstances, such as, for example, when an international, federal, state, or local law, rule, or regulation requires us to maintain the content or information; when we anonymize the content or information so that you cannot be individually identified; when you do not follow the instructions below under “Your Privacy Rights” for requesting the removal of the content or information; and when you have received compensation or other consideration for providing the content or information.

If we retain personal data, we ensure:

- It is only what is necessary;
- It is stored securely; and
- It is not kept longer than needed, or as necessary to comply with applicable law.

International Data Transfers

We are headquartered in the United States, and your personal information may be transferred to, stored, and processed in the United States or other countries where we or our service providers maintain facilities. The data protection laws of these countries may differ from those in your jurisdiction of residence and may not provide the same level of protection.

You may request a copy of the applicable safeguards we use for international data transfers by contacting us at jen@jlswancoaching.com.

Third Parties and Their Applications and Networks

The Platform and/or any communications sent through or as a function of the Platform might contain links to third-party websites, networks, platforms, servers, and/or applications.

Third-party websites, networks, platforms, servers, and/or applications might also contain links to the Platform. You should carefully review the relevant terms of use and privacy policies associated with third-party websites, networks, platforms, servers, and applications.

Security

We implement security measures to help protect the personal information we collect through the Platform. For example, we encrypt the transmission of information through the Platform by using secure socket layer (SSL) technology.

Your Privacy Rights

You can exercise your privacy rights in accordance with applicable law by emailing us as described below.

You have multiple privacy rights, subject to applicable law, with respect to the personal information we process about you:

- **Confirmation.** Confirm whether we are processing your personal information.
- **Opt-Out.** Opt out of our use or sharing of your personal information and sensitive personal information. You may withdraw permission for us to process personal information about you for certain purposes, including for targeted ads, sale of personal information, and our marketing.
- **Deletion.** You can ask us to erase or delete all or some of the information about you.
- **Correction.** You can edit the information in your user account. You can also ask us to change, update, or fix information about you in certain cases, particularly if it is inaccurate.
- **Objection / Restriction.** You can ask us to stop using all or some of the information about you (for example, if we have no legal right to keep using it) or to limit our use of it (for example, if the information about you is inaccurate).
- **Access / Portability.** You can also ask us for a copy of information about you and can ask for a copy of information about you provided in machine-readable form if you reside in a jurisdiction that provides you with this right as a matter of law.

Notwithstanding the above, please note that we may still need to retain personal information necessary to provide you with products or services you have purchased.

Please submit any such request by:

Email: jen@jlswancoaching.com

Or by mail to:

12335 Kingsride Lane Unit 201

Houston, Texas 77024-4116

For each request concerning personal information, please state “Your Personal Information” in the email or letter subject line, and clearly state the following in the body:

- The nature of your request;
- That the request is related to “Your Personal Information”;
- Your name, street address, city, state, zip code, and email address; and
- Whether you prefer to receive a response to your request by mail or email.

If we decline to act on your request to exercise your privacy rights, you may appeal that decision by sending an email or letter to the same address. In that appeal, please state “Appeal Regarding Personal Information” in the email or letter subject line and clearly state the following in the body:

- The basis for your disagreement with our decision;
- That the appeal is related to “Your Personal Information”;
- Your name, street address, city, state, zip code, and email address; and
- Whether you prefer to receive a response to your appeal by mail or email.

We are not responsible for any request concerning personal information that is incomplete, incorrectly labeled, or incorrectly sent. You are solely responsible for the accuracy and content of your personal information and for keeping your personal information current and correct.

We may dispose of or delete any such personal information or non-personal information at any time, except as set forth in any other agreement or document executed by both you and [Company Legal Name] concerning the same or as required by law.

We do not sell personal information. We do not share personal information for cross-context behavioral advertising purposes.

We do not use or disclose sensitive personal information for purposes beyond those necessary to provide the services you request.

Non-Discrimination

We will not discriminate against you for exercising any of your privacy rights under any applicable privacy laws. Unless permitted by applicable law, we will not, as a result of your exercise of privacy rights: (a) deny you services; (b) charge you different prices or rates for services, including through the use of discounts or other benefits or the imposition of penalties; (c) provide you a different level or quality of services; or (d) suggest that you will receive a different price or rate for services or a different level or quality of services.

CAN-SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and sets forth penalties for violations.

We may collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions;
- Send you additional information related to your service; and
- Market to our mailing list or continue to send emails to you after a transaction has occurred.

To comply with CAN-SPAM, we agree to the following:

- Not use false or misleading subjects or email addresses;
- Identify the message as an advertisement in some reasonable way;
- Include the physical address of our headquarters;

- Monitor third-party email marketing services for compliance, if one is used;
- Honor opt-out/unsubscribe requests quickly; and
- Allow users to unsubscribe by using the link at the bottom of each email.

If you would like to unsubscribe from receiving future emails, you may follow the instructions at the bottom of each email, and we will promptly remove you from all correspondence. You may also email your request to us at jen@jlswancoaching.com.

About Minors

The Platform is intended for use by adults. The Platform is not designed or intended to attract, and is not directed to, children under eighteen (18) years of age.

If you believe we may have personal information regarding a child under 18 years of age, please state “Removal of Minor Information” in the email or letter subject line request and include the additional information mentioned under “Your Privacy Rights.” We will remove the information and unsubscribe the minor from any of our contact lists.

The foregoing is a description of our voluntary practices concerning the collection of personal information through the Platform from certain minors and is not intended to be an admission that we are subject to the Children’s Online Privacy Protection Act, the Federal Trade Commission’s Children’s Online Privacy Protection Rule(s), or any similar international, federal, state, or local laws, rules, or regulations.

Modifications of This Policy

We regularly review and revise this Policy. We make changes to the Policy available on the Platform and note that the Policy has been updated. If we make material changes to how we treat your personal information, we will notify you by email to the primary email address specified in your account and through a notice on the Platform’s home screen.

Severability

If any term or condition of this Policy is deemed invalid or unenforceable by a court of law with binding authority, then the remaining terms and conditions shall not be affected, and the court shall reform the invalidated or unenforceable term or condition to the maximum extent permitted under the law and consistent with the intent of this Policy.

Mergers, Acquisitions, and Other Business Transactions

We may decide to sell, buy, merge, or otherwise reorganize our business. If that occurs, you will be notified by email or by prominent notice on the Platform of any ownership change and any change in the use of your personal information. These types of transactions may involve the disclosure of personal information to prospective or actual purchasers or receiving it from sellers. We seek appropriate protection for personal information in these types of transactions.

Contact

Please direct any questions you may have about this Policy to jen@jlswancoaching.com, with a subject line of “Question: JLSwan Coaching Privacy Policy.”

If you would like to access this Policy in an alternative format (e.g., large print, audio, or another accessible format), please contact us at jen@jlswancoaching.com, and we will make reasonable efforts to accommodate your request.

The foregoing contact information may change from time to time by supplementation, amendment, or modification of this Policy.