

Protecting your private information is our priority. This Statement of Privacy applies to thesparkeffect.co, and Spark Effect Leadership and Personal Development Coaching and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to The Spark Effect include thesparkeffect.co, and Spark Effect Leadership and Personal Development Coaching. By using the Spark Effect website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered, the Spark Effect may collect personally identifiable information, such as your:

- First and Last Name
- E-mail Address
- Phone Number
- Message information shared from contact page

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services. These include sending us an email message through our contact page. We will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Use of your Personal Information

The Spark Effect collects and uses your personal information to operate and deliver the services you have requested. The Spark Effect may also use your personally identifiable information to inform you of other products or services available from The Spark Effect and its affiliates. Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Sharing Information with Third Parties

The Spark Effect does not sell, rent or lease its customer lists to third parties.

The Spark Effect may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information

except to provide these services, and they are required to maintain the confidentiality of your information.

The Spark Effect may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the Spark Effect or the site; (b) protect and defend the rights or property of the Spark Effect; and/or (c) act under exigent circumstances to protect the personal safety of users of the Spark Effect services, or the public.

Tracking User Behavior

The Spark Effect may keep track of the pages our users visit within the Spark Effect, in order to determine what pages are the most popular. This data may be used to deliver customized content and advertising within the Spark Effect to customers whose behavior indicates that they are interested in a particular subject area.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by the Spark Effect. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Spark Effect website.

Use of Cookies

The Spark Effect website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Spark Effect website you visit.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

E-mail Communications

The Spark Effect may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from the Spark Effect, you may opt out of such communications. Customers may unsubscribe from emails by "replying STOP".

Changes to this Statement

The Spark Effect reserves the right to change this Privacy Policy over time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our website, and/or by updating any privacy information. Your continued use of the website and/or Services available after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

The Spark Effect welcomes your comments or questions about this Statement of Privacy.

Please contact the Spark Effect at:

The Spark Effect

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303-319-2967

Effective as of August 15, 2022