

## **Privacy Policy**

I generally support regulations and controls put in place to limit and make more transparent how companies use personal data. And I'm interested in doing business in a way that puts relationships and trust first. This is my attempt to be transparent and simple about how I use data.

The privacy policy for this website is relatively simple and straightforward:

I will never send you an email unless it is related to a service you purchased with me, or unless you've subscribed to my mailing list. At the bottom of each mass email you receive from me, there is an unsubscribe link that will remove you from my list instantly.

### **About Collecting Personal Information**

Being in Nature collects personal information because without your information, I can't be in relationship with you, I can't reach you and deliver what I promise! If you're not yet a client, but interested, I may need your personal information to send you free content and invitations to my offers so you can benefit (from the free content) and consider them (the invitations.)

Just looking at my website or Facebook content doesn't require you to give me any information at all. It's just there. If you interact with my content (such as liking or commenting on Facebook or blog content), then I'd like to collect that information so I can continue to be in relationship with you.

I only send information directly to folks who ask for it, usually when you fill out a form on the website, or on another platform that I show up on (Facebook, for instance), or when you make a purchase through my website.

### **What personal information is collected?**

What I collect depends entirely on how you interact with me. I don't take anything you don't voluntarily share with me — I do not participate in "data mining" nefariously to collect personal data.

Some of the data that I may ask you for (this is not an exhaustive list):

- Name
- Mailing Address
- Phone Number
- Email address
- Credit card or Paypal information
- Being in Nature username/password
- Other contact information or preferences

I do attempt to coordinate data across the different platforms I use. So, for instance, I may take personal information you give me through the website and share that information with my Facebook account, so I can find more people like you. I share no business details,

payment information, or otherwise from one platform to another. Generally when I do share across platforms, it's just name and email so that I can see if you also have an account on the other platform.

All data is stored in online systems I use, there is no paper storage of information. Some examples are Wix Ascend, Mailchimp, Facebook ad manager and business manager, and payment processing systems (like PayPal and Stripe).

It should additionally be said that I do NOT store credit card information on any local systems. All payment information is stored within secure third party platforms whose business is to do that securely with high levels of encryption. I cannot, for instance, look up your credit card number myself and use it (and nor would I ever do so!)

### **How personal information is used**

First and foremost, I use your data to deliver information and services to you. I also use it to help me learn about who my clients are, and how to reach other people like you.

### **Non-personal information- collection and use**

This means information that does not identify a specific person. I occasionally use website analytics, pixel tags, and cookies to help understand how people use the website and our services, to look for larger patterns. You can opt out of cookies via the pop-up when you first visit my website.

If at any time non-personal information is connected with personal information, then it will all be considered personal information and treated as such.

### **I don't share your information**

This means I don't give out or sell your information to other companies that would then market to you. Never ever ever.

The only exception, is this:

In rare circumstances, I may be required by subpoena or other legal action to grant access to someone's information that I have, in the process of an investigation.

I do share your information with third party services that essentially are the tools I use to run the business. Those companies all have privacy policies in place where they are not accessing your data to market to you or otherwise use your information for any reason, except for when we direct that tool to perform a function for us within our account. For instance, your email address is stored within my email system (at the time of writing this is Wix Ascend and Mailchimp). I direct my email systems to send my written emails to the email addresses that have opted in, and my email systems carry this out.

This is not considered the same as giving your email address to the company Wix Ascend or Mailchimp so they can market their services to you. This latter example I would never, ever do.

### **It's your data, you retain control**

You can unsubscribe, or otherwise let me know that you don't wish me to use your data and I will honour your request. You can ask me how your data has been used, and I will let you know.

You can ask to be entirely deleted from my system, and I can do that, with the exception that if you've bought anything from me, I'm required to track income for tax purposes, and your receipts would remain in my accounting system for at least seven years. But you would be removed from my marketing or client delivery systems as completely as I can do that without compromising my tax records.

Bear in mind that I'm a sole trader, at the time of this writing, and although I will honour all requests, please be patient for me to follow-up with you. It may take a couple of weeks to meet some requests.

You can customize some of how I use your data by using the personal link at the bottom of any ,ass email I send you from my email system (as opposed to a personal email I may send you).

### **Questions**

I'm doing my best to honour your wishes around your data, meet legal requirements and live up to my desire to be transparent and serve you well. If you have any questions, please ask.

As I learn more about how to do this well, this privacy policy may be updated from time to time without notice, so feel free to check back as often as you like.

With gratitude for your trust in me,

Karen Scott

P.S with grateful thanks to Tad Hargrave and George Kao whose privacy policies I have based this on