

PRIVACY POLICY

Our Commitment to Privacy

Your privacy is important to us. We are committed to protecting your personal information and Privacy. This document governs our Privacy Policy and describes our online information collection practices and explains the choices you can make about the way your personal information is collected and used.

The terms “we”, “us” and “our” refer to Shevelle McPherson LLC and Shevellemcpherson.com (collectively). The term “user” “you” and “your” refers to website visitors, customers and any user of this website. Our privacy policy applies to all information collected through our website, mobile application, and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as “Site”).

Our Privacy Policy describes (1) The type of information that we collect (2) how we collect, use, protect, share and transfer your personal information and (3) your rights and choices respecting your personal information such as how you can access, modify and/or delete such information.

Topics Covered in Our Privacy Policy

- I. Information We Collect and How We Collect It
- II. How We Use Your Information
- III. Our Use of Cookies
- IV. Retaining and Deleting Your Personal Data
- V. Updating Your Personal Data
- VI. How to Withdraw Your Permission for Use of Your Personal Data
- VII. Protecting the Privacy Rights of Third Parties
- VIII. Tracking
- IX. Links to Other Websites
- X. How We Protect Your Personal Data
- XI. Children’s Privacy
- XII. Anti-Spam Policy
- XIII. Use of Your Credit Card
- XIV. Submissions, Storage and International Data Transfer of Personal Data
- XV. Disclosure and Confidentiality
- XVI. Changes to Our Privacy Policy
- XVII. Contact Information for the Data Controller and GDPR Representative
- XVIII. Governing Law

Use of this Site, including all materials presented and all online services provided by shevellemcpherson.com is subject to this Privacy Policy. This Privacy Policy applies to all Site visitors, customers and all other users of this Site. By using this Site, you agree that you have read this Privacy Policy, understand the practices stated, and you agree to all terms and conditions. We have the right to change this Privacy Policy on the Site at any time without notice. In the event of a material change, we will let you know via email and/or a prominent notice on our Site.

Scope of this Privacy Statement

This Privacy Statement applies to personal information we collect when you visit our Site. We may also collect information from you in other ways, including information collected during technical support contacts, on registration and check out forms, in person e.g. business cards), and from third parties. If we provide a separate or supplemental notice when we collect personal data from you, that notice will control the extent of any conflict.

Our Legal Basis for Collecting and Processing Your Information

Our legal basis for collecting and processing your personal information (“Personal Data”) is based on the necessity for the performance of a contract, to take the necessary steps to enter into a contract, to provide you with information that you may have a legitimate business interest in based on the information you have voluntarily provided.

I. Information We May Collect and How We Collect It

We collect personal information from you when you visit our Site and voluntarily provide your Personal Data. When you voluntarily give us your Personal Data you are giving us your consent to use, collect and process this Personal Data. You have the right to opt out or request to have your Personal Data deleted by contacting info@shevellemcpherson.com. We collect the following Personal Data that you disclose to us such as:

1. Your name and email address so we can send you our newsletter, marketing material and information you request regarding our services. Upon providing us with your email address, you are affirmatively consenting to us collecting this Personal Data.
2. Your billing information such as your name, address and credit card information to that we can process purchases you make, collect payment from you and deliver our products and services to you pursuant to our contractual obligation.
3. Your name, email and telephone number if you complete our contact us form. You authorize us to send you marketing emails in response to your completing the contact us form or if we believe we have a legitimate interest to contact you based on your inquiry, question or request.
4. Information from you from a co-branded offer. We shall supply our Privacy Policy link and make it known to you as to who is collecting your Personal Data such as your contact information, passwords, security data, payment information and social media login data.
5. We collect Personal Data that you voluntarily provide when registering on this Site, using this Site, subscribing to newsletters, downloading free gifts and information, downloading podcast and blogs, providing your name and email address, submitting your credit card or other payment information when ordering and purchasing products and services on our Site, and in connection with other activities, services and features. All Personal Data that you provide must be true, complete and accurate, and you must notify us of any changes to such Personal Data and if you decide to opt –out of our list or have your Personal Data deleted.

Other Information We May Collect

Automatically Collected Anonymous Data and Use

Information about your computer hardware and software may be automatically collected by this Site. This information includes: your IP address (the number assigned to computers connected to the Internet), browser type, browser version, domain names, and access times, the pages of our Site you visit, referring website addresses and other statistics. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of this Site. If you access the Site with your mobile device, we may automatically collect device information (such as your mobile device ID, model and manufacturer), operating system, version information and IP address. This information is primarily needed to maintain the security and operation of our Site, and for our internal analytics and reporting purposes. This data cannot personally identify you but is useful for us for marketing purposes and for improving our services. Anonymous Data may also be shared with business partners, affiliates and advertisers.

II. How we Use Information We Collect From You

1. Contact you

a. Consent or Contract

We may contact you if you give us consent to contact you or under our contractual obligation to deliver goods or services you purchase from us.

b. Legitimate Interest

When you sign up for our Products or Services, you'll begin receiving relevant information about our company, affiliate companies, invites to our online events, as well as information about our related programs and products in relevant fields like business growth, education and marketing. We will use your Personal Information to communicate with you regarding our products, services, questions and concerns.

2. Marketing and Advertising

We may contact you to offer you products and services and to provide information that we believe may be of interest to you.

3. Resolve Problems and Disputes

We may contact you to resolve problems, handle disputes and to enforce our terms and conditions.

4. Process Payments – We will use the Personal Data you provide to process your payment for purchases you have made with us under contract, to deliver the products and services that you have requested, to manage your account and provide you with customer support.

5. Social Media Advertising

We may use your Personal Data to advertise on social media and to create look alike audiences.

6. Collected Financial Information

We may use financial information or payment method information to process payment for any purchases, subscriptions or sales made on our Site, to protect or identify fraudulent transactions and as otherwise necessary to manage our business and resolve chargebacks.

7. Sharing Your Personal Information

We do not sell, rent trade or lease personal user information. We may share your personal

information with trusted third parties, business partners, affiliates, direct mail, our merchant accounts to process payments and Google/social media accounts in order to run advertisements or in response to a subpoena or investigative demand.

Communication

We may communicate with you by using the email you provide when you register as a member or user on our Site. We may send you promotional emails about our Site, services and products. We may also send you offers from our affiliates.

Online Viewing and Community Discussion Groups

When you voluntarily share your Personal Data by making it available for others to view online through our Site or its content, your Personal Data may be seen, collected and used by others. You assume full responsibility for any unauthorized or improper use of your information that you voluntarily shared in a comment, on a blog post in a Facebook Group that we manage, in group coaching calls and other online platforms such as Zoom or Webinars. We shall not be responsible for any such unauthorized use or resulting harm resulting from your voluntary disclosure in such forum.

Disclosure to Successors

If our business is sold, merges or there is a transfer of ownership, either in whole or in part or as a result of bankruptcy, with another business that would become responsible for providing the services on our Site, we retain the right to use your Personal Data in accordance with the terms of this Privacy Policy.

III. Our Use of Cookies Web Browser

We may use Cookies information, files with small amount of data which may include an anonymous unique identifier, to collect information and enhance user experience. We do not set any personally identifiable information in cookies nor do we use any data-capture mechanisms on our Site other than cookies. We use cookies for several reasons. Some cookies are required for technical reasons for our Websites to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Site. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept the “essential” cookies, you may not be able to use some portions of our Site.

We may also use cookies for:

- Identifying the areas of our Site that you have visited
- Personalizing content that you see on our website
- Our Site analytics
- Remarketing our products or services to you
- Remembering your preferences, settings and login details
- Targeted advertising and serving ads relevant to your interests
- Affiliate marketing

- Allowing you to post comments
- Allowing you to share content with social networks

Website Beacons

We also use Web Beacons: We may place small “tracker gifs” or “beacons” on many of the pages on our website, in online advertising with third parties, and in our emails. We use beacons, in connection with Cookies, to collect non-personal data on the usage of our site including but not limited to the date and time of the visit, the pages visited, the referring web page, the type of browser (e.g. Internet Explorer, NetScape), the type of operating system (e.g. Windows, Linux, or Mac) and the domain name of the visitor’s Internet service provider (e.g. Yahoo). This information is collected about thousands of site visits and analyzed. This information is useful in tracking the performance of our online advertising.

You may disable cookies and beacon from your website browser. You may also opt out of the DoubleClick by cookie by visiting the Google Advertising opt-out page. You may opt out of Google Analytics by visiting the Google Analytics Opt-out page.

Facebook Remarketing

Third Parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive information from our website and elsewhere on the internet. This information may be used for ad targeting purposes. Facebook remarketing uses Custom Audiences Pixel that is activated when a visitor comes on a webpage. A unique cookie is placed in that user’s browser. Facebook lookalike audiences targeting allows us to show ads on Facebook to people that are similar to those that have already visited our Site. To opt out of Facebook’s collection and use of information for ad targeting visit: <http://facebook.com/help>

Sharing Information with Facebook and Google for Marketing Purposes.

We may share your Personal Data with third parties such as Facebook and Google for similar audience marketing purposes. Similar audience marketing allows us to find audiences (users and customers) that share interest similar to yours. By using our website and agreeing to our Privacy Policy, you are giving your consent for your Personal Data to be used for marketing purposes.

IV. Retaining and Deleting Your Personal Data

We retain your Personal Data only for as long as we need it for legal, tax, accounting, contractual and business purposes. Your information may be stored in electronic form, paper form, or a combination of both. When your information is no longer needed, we will destroy, delete or erase it.

V. Updating Your Personal Data

You can update your Personal Data by contacting info@shevellemcpherson.com

VI. Withdrawing Permission to Use Your Personal Data

You have the right to revoke permission to use your Personal Data at any time. You can revoke permission by contacting us at info@shevellemcpherson.com

Opt Out and Unsubscribe

We respect your privacy and give you the opportunity to unsubscribe to our email communication by clicking the unsubscribe link on the bottom of our email. If after this, you are continuing to receive emails you may contact us at info@shevellemcpherson.com

VII. Protecting the Privacy Rights of Third Parties

When you post information on our Site that contains third party information, you must make sure you have permission to include that information in your posting. We are not legally liable for the actions of our users, but we will remove any postings that we are notified violate the privacy rights of others.

VIII. Tracking User Behavior

We may keep track of websites and pages our user visits in order to determine what services are the most popular. This data is used to improve our site and services and to advertise to customers whose behavior indicates interests in a particular subject area. You can turn off tracking features and other security settings in your browser by referring to your browser's user manual.

IX. Links to Other Website

Third Party Website Links

Our website may contain advertising or other links to third party websites that link the services of our affiliates, partners, sponsors, or other third parties. These Sites do not operate under our Privacy Policy. We do not control these Sites and are not responsible for the practices and policies of those sites. Users that click those links and browse those Sites are subject to the terms and policies of those particular Sites.

X. How We Protect Your Personal Data

The security of your personal information is important to us. We have implemented appropriate security measures and have adopted data collection and processing practices to protect against unauthorized access, disclosure, alteration, destruction and use of your personal information and data that is stored on our Site. However, no method of transmission over the internet or method of electronic storage is 100% secure. Although we strive to use commercially acceptable means to protect your personal information, we cannot guarantee it is absolutely secure.

Passwords to our Sites

To use certain features of our Site or its content you may be required to use log in information, a user name and password. It is your responsibility to maintain the confidentiality of your log in information and all activities, those engaged in by you and others, that occur with your login information and within your account. We will not be responsible for any loss or resulting damage due to your losing your login information or sharing it with others. You agree to notify us immediately of any unauthorized access to your login information.

XI. Children Online Privacy Protection Act Compliance

We do not collect any information from anyone under eighteen (18) years of age in compliance with COPPA (Children's Online Privacy Act) and the GDPR (General Data Protection Regulation of the EU). Our Site and its content are intended for use by individuals who are at least eighteen (18) years of age or older. If you are under the age of eighteen (18) do not give us your Personal Data and refrain from using our Site.

XII. Anti-Spam

We respect your privacy and have a no spam policy. We will not sell, rent or share your email address. We give you the opportunity to unsubscribe to our email communication by clicking the unsubscribe link on the bottom of our email. If after doing this, you are continuing to receive emails you may contact us at info@shevellemcpherson.com

XIII. Use of Credit Card

We use third party merchant services to process credit card payments used to purchase our services and products on our Site. We have no control over these services. We use commercially reasonable efforts to keep your credit card information strictly confidential by using third party merchants that use industry standard encryption technology to protect your credit card from unauthorized use. You understand and agree that we are not responsible for any misuse or unauthorized charges and unauthorized access to your Personal Data and credit card information.

XIV. Submission, Storage and International Transferring of Personal Data

We store the Personal Data you provide to us internally through a data management system. Only those who help obtain manage, store and secure your information and who have a legitimate need to know and/or access your Personal Data will have access to such information such as our payment processor, hosting provider or team members. Personal Data that we collect from you may be stored, processed and transferred internationally.

Notice to European Union Customers and Users

With your consent, your Personal Data may be transferred outside the European Union. By using our Site and providing us with your Personal Data, you consent to the transfer of this information in accordance with this Privacy Policy.

Notice to Non-US Residents

This Site is operated in the United States. If you are located outside of the United States, please be aware that any information you provide on this Site will be transferred to the United States. By using this Site, you agree to the terms and hereby irrevocably consent to this transfer and our use of your information in accordance with our Privacy Policy

XV. Disclosure and Confidentiality

We strive to keep your Personal Data confidential but may be legally obligated to disclose such information if (1) we receive a subpoena, court order or the information is required to be released in legal proceedings (2) necessary to investigate violations of, defend and/or enforce our rights or the rights of any of our Legal Terms, including but not limited to our Terms and Conditions, Disclaimer, Terms of Use and Privacy

Policy(3) if necessary to protect the legal rights, property rights and safety of our users, the public, our company, affiliates and employees.

XVI. Changes to Our Privacy Policy

We reserve the right to change this Privacy Policy from time to time. When changes are made, we will revise the updated date at the bottom of this site. We may use your Personal Data, such as your contact information, to inform you of changes to the Website or its content, or if requested, to send you additional information about us. Users are encouraged to frequently check this page for any changes and updates to this Privacy Policy. Your continued use of the Site after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your acceptance of the modified Privacy Policy.

XVII. Contact Information for the Data Controller and GDPR Representative Data Controller and Processors

We are the data controllers as we are collecting and using your Personal Data. We use trusted third parties as our data processors for technical and organizational purposes, including for payments and email marketing. We use reasonable measures to ensure our data processors are GDR compliant.

Contact Us.

If you have any questions concerning this Privacy Policy, please send an email to:
info@shevellemcpherson.com

XVIII. Governing Law

This Privacy Policy shall be governed by the State of New Jersey], without regard to its conflict of law provisions. Any dispute concerning this Privacy Policy or your use of this Site shall be submitted to binding Arbitration in the State of New Jersey (1) year from the date that the cause of action arose (or, if multiple cause of actions are involved, from the date that the first cause of action arose), with such arbitration conducted pursuant hereto shall be joined to any other action or any other arbitration initiated pursuant hereto. If any portion of this Privacy Policy is deemed unenforceable, unlawful or void by a Court of competent jurisdiction, then that portion of the Privacy Policy will be deemed severable and will not affect the enforceability or validity of the remaining portions of this Privacy Policy.

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