

# Take A Step Privacy Policy

**Effective Date:** 12/11/2025

**Last Updated:** 12/11/2025

Take A Step (“we,” “us,” “our”) is committed to protecting your personal information and honoring your trust. This Privacy Policy explains how we collect, use, and safeguard your data when you visit our website, engage with our content, join our membership, attend events, or use any of our coaching and community services.

By using our website or providing your information, you agree to the terms outlined in this Privacy Policy.

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## 1. Information We Collect

We collect information in the following ways:

### A. Information You Provide to Us

This includes:

- Name
- Email address
- Phone number
- Payment information (processed securely by third-party providers)
- Responses on interest forms, applications, or surveys
- Coaching-related information you choose to share
- Event registrations
- Messages or content submitted through our contact forms or community platforms

### B. Automatically Collected Information

When you visit our website, we may collect:

- IP address
- Device type
- Browser type
- Pages visited
- Time spent on site
- Referral source
- Cookies and tracking data (via Meta Pixel, Google Analytics, etc.)

### **C. Information from Third Parties**

If you sign up through social platforms (e.g., Meta Lead Ads), we may receive the information you provide through those forms.

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## **2. How We Use Your Information**

We use your information to:

- Provide content, coaching, and community services
- Send newsletters (such as *The Weekly Mile*)
- Deliver updates about events, workshops, and podcasts
- Process payments and manage memberships
- Improve our website, offerings, and user experience
- Run targeted advertising and measure marketing performance
- Personalize content and communication
- Ensure safety, accountability, and integrity within the Take A Step community

We do **not** sell your information.

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### 3. Cookies & Tracking Technologies

We use cookies and tracking tools such as:

- **Meta Pixel (Facebook/Instagram)**
- **Google Analytics**
- Standard website cookies

These tools help us understand behavior, improve our services, and deliver relevant ads.

You can manage cookie preferences through your browser settings.

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### 4. How We Share Your Information

We only share your information with trusted third-party services necessary to operate Take A Step, including:

- Payment processors (Stripe, PayPal, etc.)
- Email marketing platforms (ConvertKit, Mailchimp, etc.)
- Community platforms (Circle, Mighty Networks, or similar)
- Analytics and advertising tools
- Event management tools

We do **not** sell or rent your information to third parties.

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### 5. Data Security

We use industry-standard security measures to protect your data.  
However, no online system is 100% secure. You share information at your own discretion.

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## 6. Your Rights & Choices

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your information
- Opt out of marketing communications
- Request a copy of your data
- Withdraw consent

To make a request, email: [josh@letstakeastep.com](mailto:josh@letstakeastep.com)

All email newsletters include an “unsubscribe” link.

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## 7. Children’s Privacy

Take A Step does **not** knowingly collect or target information from individuals under the age of 13.

If you believe we have unintentionally collected such data, contact us immediately.

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## 8. Links to External Sites

Our content may link to external websites, podcasts, partners, or social platforms.  
We are not responsible for their content or privacy practices.

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## 9. Changes to This Policy

We may update this Privacy Policy occasionally.  
The “Last Updated” date will reflect the most recent revision.

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## **10. Contact Us**

For questions about this Privacy Policy or your data, contact:

Take A Step

Email: [josh@letstakeastep.com](mailto:josh@letstakeastep.com)

Website: <https://letstakeastep.com>