

Privacy Policy for Empowered by Design

Effective date: 1st February 2025

Empowered by Design ("we," "us," or "our") is committed to protecting the privacy of individuals who visit our website and participate in our personal and professional development programs, including mentorship, workshops, and masterclasses. This Privacy Policy outlines the types of information we collect, how we use it, and the rights you have regarding your personal information.

1. Information We Collect

We collect and process personal information from visitors, participants, and customers in the following ways:

A. Information You Provide Voluntarily

When you engage with our services, download materials (such as the Shiftcode Playbook), or register for our events and programs, we may collect:

- Name
- Email address
- Phone number
- Mailing address
- Payment details (if applicable)

B. Information Collected Automatically

When you visit our website, and social media pages we may automatically collect certain data, including:

- IP address
- Browser type and device information
- Site usage data (via cookies and analytics tools like Google Analytics)

2. How We Use Your Information

We use the information collected for the following purposes:

- To provide and improve our services, mentorship programs, masterclasses and workshops
- To send updates, marketing emails, and relevant resources
- To facilitate event registrations and purchases
- To personalise your experience and enhance website functionality
- To comply with legal obligations

3. How We Share Your Information

We do not sell or rent your personal information. However, we may share your information in the following circumstances:

- **Service Providers & Partners:** We may share information with third-party vendors who assist us in providing our services, such as payment processors, marketing platforms and agencies we use.
- **Legal Compliance:** If required by law, we may disclose your information to regulatory authorities.
- **Business Transfers:** In the event of a merger or business transfer, your information may be part of the assets shared or acquired.

4. Your Rights and Choices

A. Access and Control Over Your Data

Depending on your location, you may have rights under applicable data protection laws, including:

- The right to access and update your personal information
- The right to request deletion of your data
- The right to opt out of marketing communications
- The right to data portability

To exercise these rights, contact us at info@empoweredbydesign.com.au

B. Cookies and Tracking Technologies

You may disable cookies through your browser settings. However, some website functions may be affected.

5. Data Security

We implement security measures to protect your personal information. However, no online transmission or storage system is 100% secure. We encourage you to take steps to safeguard your personal data.

6. Retention of Your Information

We retain your information for as long as necessary to fulfill our services and comply with legal obligations. If you wish to request deletion, please contact us.

7. External Links and Third-Party Services

Our website may contain links to external sites. We are not responsible for the privacy practices of third parties. We encourage you to review their privacy policies before sharing personal information.

8. Children's Privacy

Our services are not intended for children under 13. We do not knowingly collect personal data from children. If we discover such data has been collected, we will take steps to delete it.

9. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

10. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Empowered by Design

45 Ventnor Avenue, West Perth Western Australia, 6005

Info@empoweredbydesign.com.au

By using our website and services, you agree to the terms outlined in this Privacy Policy.