



Privacy Policy

Effective Date: August 18, 2025

Lisa M. Bellamy, lisambellamy.com, and all affiliated programs and pages (“Company,” “we,” “our,” or “us”) respect your privacy and are committed to protecting it through this Privacy Policy.

This Policy applies to your use of all websites, pages, and services owned or operated by us, including but not limited to lisambellamy.com and program or landing pages associated with offerings such as The AWARE Method, The Good Girl Disrupt, Bold Action Challenge, and the Lean Out to Lean In podcast (collectively, the “Sites”).

By accessing or using the Sites—or by providing information to us through forms, purchases, scheduling, or account registration—you agree to the terms of this Privacy Policy. If you do not agree, please do not use the Sites or submit personal information.

Note for therapy clients: If you engage in psychotherapy services, those services are governed by a separate Notice of Privacy Practices (HIPAA), which you will receive as part of onboarding. This website Privacy Policy does not replace your HIPAA rights.

Children Under 13

Our Sites are not intended for children under 13. We do not knowingly collect personal information from anyone under 13. If we learn we have collected personal information from a child under 13 without verified parental consent, we will delete it promptly.

Information We Collect

Information you provide directly. We collect information when you complete forms, subscribe, register, schedule, download resources, make a purchase, or otherwise interact with our content. This may include your name, email address, phone number, mailing address, payment details (processed by third-party processors), and responses you provide in questionnaires or applications.

Information collected automatically. We and our service providers use cookies, pixels, analytics tools (e.g., Google Analytics), server logs, and similar technologies to collect

information about your device and usage, such as IP address, browser type, device identifiers, pages viewed, referring/exit pages, and timestamps. We may infer approximate location based on your IP address.

Information from third parties. If you schedule, message, or pay through integrated services (e.g., practice management or scheduling platforms such as SimplePractice, payment processors, or email marketing tools), those services may share limited information with us as needed to deliver what you requested. These providers have their own privacy practices.

Sensitive information. Please do not send confidential or highly sensitive information (e.g., medical records, diagnoses, payment card numbers) by email or through unsecured forms. Therapy-related health information is handled under HIPAA using secure systems.

How We Use Your Information

We use information to:

- Provide and improve our services, programs, and Sites
- Process orders, payments, and scheduling
- Communicate with you (e.g., confirmations, service notices, customer support)
- Send educational content and marketing communications (with consent where required)
- Personalize content and advertising, and analyze performance and engagement
- Maintain security, prevent fraud, and comply with legal obligations

Email marketing. If you are outside the European Economic Area (EEA/UK), we may add you to our email list when you register, download resources, or make a purchase. If you are in the EEA/UK, we will only add you with your explicit consent. You can unsubscribe at any time using the link in our emails.

Cookies & Tracking Technologies

We use cookies and similar technologies to operate the Sites, remember your preferences, analyze traffic, and personalize content and ads. Social media pixels (e.g.,

Meta/Instagram) may help deliver ads based on your activity. You can usually adjust cookie settings through your browser. Disabling certain cookies may affect site functionality.

Third-Party Cookies & Interest-Based Ads

Some third parties (e.g., ad networks, analytics providers) may use cookies, pixels, and web beacons on our Sites to collect information over time and across different websites for interest-based advertising. We do not control these technologies or the data they collect. For more information or to opt out of interest-based ads, visit the DAA or NAI opt-out pages in your region.

Email & Other Communications

When you email us, register for a resource, join a webinar, or purchase, we may store your communications and contact details in compliance with applicable laws. All marketing emails include a clear unsubscribe link. Transactional or service-related emails may still be sent as needed to fulfill your requests.

Disclosure of Information

We do not sell, rent, or trade your personal information. We may share information with:

- Service providers who help us operate the Sites and deliver services (e.g., hosting, email marketing, analytics, payment processing, scheduling, practice management)
- Affiliates or professional advisors as reasonably necessary
- Legal authorities where required to comply with law, enforce our terms, protect rights, safety, or security
- Business transferees in connection with a merger, sale, or reorganization (your information may be transferred as part of that transaction)

Data Retention

We retain information for as long as needed to provide services, comply with legal obligations (including professional/healthcare recordkeeping where applicable), resolve disputes, and enforce agreements. Retention periods vary based on the type of data and legal requirements.

Security

We take reasonable administrative, technical, and physical measures to protect personal data. Payment information is processed by reputable third-party processors using encryption (e.g., SSL/TLS). No method of transmission or storage is 100% secure; please avoid sending sensitive information via email.

International Users

Our systems and service providers may be located in the United States and other countries. If you access the Sites from outside the U.S., you understand your information may be transferred to and processed in the U.S. and elsewhere with privacy laws that may differ from your home jurisdiction.

Your Privacy Choices

- Email: Unsubscribe using the link in any marketing email.
- Cookies: Manage cookies via your browser settings.
- Ads: Visit industry opt-out pages (e.g., DAA/NAI) for interest-based advertising choices.
- Access/Update/Delete (see below for regional rights): Contact us using the details in Contact Us.

GDPR/UK Rights (EEA/UK Residents)

If you are in the EEA/UK, you may have the right to request access, correction, deletion, restriction, or portability of your personal data, and to object to processing (including direct marketing). Where processing is based on consent, you can withdraw consent at any time. To exercise rights, contact us at [your email]. You also have the right to lodge a complaint with your local supervisory authority.

Legal bases we rely on may include: contract (to provide what you requested), consent, legitimate interests (e.g., to improve services, secure the Sites, or send marketing where permitted), and legal obligations.

U.S. State Privacy Rights

Depending on your state (e.g., CA, CO, CT, VA, UT), you may have rights to access, delete, correct, or opt out of the sale or sharing of personal information or targeted

advertising. We do not sell personal information. To submit a request or an authorized agent request, contact us at [your email] and include "Privacy Request" in the subject line. We will verify your identity before responding.

Do Not Track

Some browsers offer a "Do Not Track" (DNT) signal. Our Sites do not currently respond to DNT signals. We will revisit this as standards evolve.

Third-Party Links

The Sites may link to third-party websites or services. We are not responsible for the privacy practices of those third parties. Please review their policies.

Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page, and when required, we will notify you by email or through the Sites. Your continued use of the Sites after an update means you accept the changes.

Contact Us

If you have questions or would like to exercise your privacy rights, contact:

Lisa M. Bellamy
Website: lisambellamy.com
Email: lisa@lisambellamy.com

Business Mailing Address:
5534 Saint Joe Road
Ft. Wayne, IN 46835

Last Updated: August 18, 2025