

PRIVACY POLICY

The Warrior Dad

Effective Date: **[INSERT DATE]**

Last Updated: **[INSERT DATE]**

How to use this template: Replace every **[BRACKETED]** placeholder with your own details before publishing. Review each section to confirm it matches what your site actually does, then have an attorney review the final version. This is a starting template, not legal advice.

This Privacy Policy describes how **[YOUR BUSINESS / LEGAL ENTITY NAME]** (“we,” “us,” or “our”) collects, uses, and shares information about you when you visit **[YOUR WEBSITE URL]** (the “Site”), engage with our content, sign up for our offers, or otherwise interact with us. By using the Site, you agree to the practices described in this policy.

1. Information We Collect

Information You Provide Directly

We collect information you choose to give us, including when you sign up for our email list, download a free resource, take an assessment, apply for our coaching programs, or contact us. This may include:

- Name and contact details (email address, phone number, mailing address)
- Information you submit through forms, assessments, surveys, or applications
- Communications you send to us, including responses to our emails and messages
- Any other information you voluntarily provide

We do not collect or process payment information on the Site. Purchases of our books, programs, and other products are completed through third-party platforms (such as **[e.g., Amazon, your payment/checkout provider]**), and those transactions are governed by the privacy policies of those platforms.

Information Collected Automatically

When you visit the Site, we and our service providers automatically collect certain information through cookies and similar technologies, including:

- IP address and approximate location
- Browser type, device type, and operating system
- Pages viewed, links clicked, and time spent on the Site

- Referring website or ad that brought you to the Site

Information From Third Parties

We may receive information about you from third-party platforms and advertising partners, such as when you interact with our ads on social media or arrive at the Site through a marketing campaign.

2. How We Use Your Information

We use the information we collect to:

- Send you emails, newsletters, and marketing communications you have requested
- Deliver free resources, assessments, and other content you sign up for
- Respond to your inquiries and provide customer support
- Process and follow up on coaching program applications and inquiries
- Measure and improve the performance of our advertising and content
- Operate, maintain, analyze, and improve the Site
- Detect, prevent, and address fraud, security issues, and abuse
- Comply with legal obligations and enforce our terms

3. Cookies and Tracking Technologies

We use cookies, pixels, and similar technologies to operate the Site, remember your preferences, analyze traffic, and measure and target our advertising. These include:

- Essential cookies that are necessary for the Site to function
- Analytics cookies that help us understand how visitors use the Site
- Advertising and marketing cookies and pixels used to measure ad performance and show you relevant ads

You can control cookies through your browser settings and, where available, through the cookie consent banner on our Site. Disabling some cookies may affect how the Site functions.

4. Advertising and Analytics Partners

We work with third-party platforms to advertise our products and content and to measure the effectiveness of our campaigns. These partners may set cookies or use pixels to collect information about your activity on the Site and across other sites and apps. Our partners may include:

- **Meta (Facebook and Instagram)** — via the Meta Pixel, to measure and optimize our advertising and to build audiences for our ads
- **Amazon** — including Amazon Attribution and related tools, to measure how our advertising drives activity on Amazon

- **[ADD ANY OTHERS — e.g., Google Analytics, your email marketing platform such as Kajabi/ConvertKit/Mailchimp, ManyChat]**

These platforms process your information under their own privacy policies. We encourage you to review them. You can often opt out of interest-based advertising through the Digital Advertising Alliance (optout.aboutads.info) and your device or platform ad settings.

5. How We Share Your Information

We do not sell your personal information for money. We may share your information in the following circumstances:

- **Service providers** who perform services on our behalf, such as email delivery, hosting, analytics, and advertising
- **Advertising partners** as described in Section 4
- **Legal and safety reasons**, such as to comply with law, respond to legal requests, or protect our rights and the safety of others
- **Business transfers**, such as in connection with a merger, acquisition, or sale of assets

Note: Sharing information with advertising partners (such as through cookies and pixels) may be considered “sharing” or a “sale” under certain laws, including California law. See Section 8 for your rights and how to opt out.

6. Data Retention

We keep your personal information for as long as needed to provide our services, communicate with you, comply with our legal obligations, resolve disputes, and enforce our agreements. When information is no longer needed, we take reasonable steps to delete or de-identify it.

7. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect your information. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Your California Privacy Rights

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (CCPA/CPRA), gives you the following rights regarding your personal information:

- **Right to know** what personal information we collect, use, disclose, and share
- **Right to delete** personal information we have collected, subject to certain exceptions
- **Right to correct** inaccurate personal information
- **Right to opt out** of the “sale” or “sharing” of your personal information for cross-context behavioral advertising

- **Right to limit** the use of sensitive personal information, where applicable
- **Right to non-discrimination** for exercising your privacy rights

To exercise any of these rights, contact us at **[YOUR PRIVACY EMAIL]**. We will verify your request before responding and will not discriminate against you for exercising your rights. You may also designate an authorized agent to make a request on your behalf.

Because we use advertising cookies and pixels that may constitute “sharing” under California law, you can opt out of such sharing by adjusting your cookie preferences on the Site and by enabling the Global Privacy Control (GPC) signal in a supported browser.

9. Other U.S. State Privacy Rights

Residents of certain other states may have similar rights to access, correct, delete, or opt out of certain uses of their personal information under their state laws. To exercise any available rights, contact us using the information in Section 12.

10. Children’s Privacy

The Site is intended for adults and is not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided us with personal information, please contact us and we will take steps to delete it.

11. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the “Last Updated” date above. Material changes will be communicated through the Site or by other means where required. Your continued use of the Site after changes take effect constitutes acceptance of the updated policy.

12. Contact Us

If you have questions about this Privacy Policy or our privacy practices, contact us at:

[YOUR BUSINESS / LEGAL ENTITY NAME]

[MAILING ADDRESS]

Email: **[YOUR PRIVACY EMAIL]**

Website: **[YOUR WEBSITE URL]**

Disclaimer: *This template is provided for informational purposes only and does not constitute legal advice. Privacy laws change and vary by jurisdiction. Have this document reviewed by a qualified attorney before publishing it on your website.*