

Privacy Policy

Effective Date: August 25, 2025

Website: <https://effectivecommunicationresearch.org/>

Your privacy is important to us at Effective Communication Research (“ECR,” “we,” “us,” or “our”). This Privacy Policy explains how we collect, use, disclose, protect, and otherwise process your personal information when you access or use our website, including any subpages or linked content (collectively, the “Website”), join our waitlist for future services (e.g., AI-driven communication tools), subscribe to updates or newsletters, download or access digital products (such as guides, templates, checklists, or interactive resources), engage in coaching services (including but not limited to Clarity Audits, Message Strategy sprints, Operations Clarity implementations, team training, or custom consultations), or otherwise interact with our services (collectively, the “Services”).

By accessing or using the Website or Services, you consent to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not access or use the Website or Services. This Privacy Policy is incorporated into our Terms & Conditions, available on the Website.

We are committed to protecting your personal information in compliance with applicable data protection laws, including but not limited to the General Data Protection Regulation (GDPR) for individuals in the European Union/European Economic Area, the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA), and other relevant U.S. state privacy laws. For purposes of the GDPR, we act as the data controller.

1. Information We Collect

We collect information that you provide directly to us, information collected automatically, and information from third-party sources. The types of information we may collect include:

- **Personal Information:** Such as your name, email address, job title, company or organization name, phone number (if provided), and any other details you voluntarily submit when joining our waitlist, subscribing to updates or newsletters, requesting or downloading digital products (e.g., “5 Clarity Fixes That Unlock Opportunity” guide), booking or participating in coaching services (e.g., sending your communication challenges, documents, decks, emails, or strategy docs for review in a Clarity Audit), contacting us via email or forms, or otherwise interacting with the Services. This may include business-related information or content you share during coaching sessions, such as operational documents or team data, which we treat as confidential.
- **Payment Information:** When purchasing digital products or coaching services, payments are processed securely through third-party payment providers (e.g., Gumroad or Stripe). We do not collect, store, access, or handle your payment card details, billing

address, or other financial information directly; this is managed solely by the third-party providers.

- **Usage and Device Data:** We may automatically collect non-personal or aggregated information about how you interact with the Website and Services, including your IP address, browser type, device identifiers, operating system, referring URLs, pages viewed, time spent on pages, clickstream data, and other technical information. This is collected using cookies, web beacons, pixel tags, or similar tracking technologies (collectively, “Tracking Technologies”).
- **Analytics Data:** We use analytics tools to collect anonymized or aggregated data on Website performance, user behavior, and engagement metrics (e.g., session duration, bounce rates) to improve our offerings.
- **Content You Submit:** During coaching services, you may share documents, files, or other content containing personal or business information. We process this solely for providing the Services and do not use it for other purposes without your consent.

We do not collect sensitive personal information (e.g., racial or ethnic origin, political opinions, health data) unless you voluntarily provide it in the context of the Services, in which case we will process it only as necessary and with appropriate safeguards.

If you provide information about third parties (e.g., team members in coaching materials), you represent that you have obtained their consent or have another lawful basis to share such information with us.

2. How We Use Your Information

We use your information for the following purposes, based on legitimate business interests, contractual necessity, consent, or legal obligations:

- To provide, maintain, and improve the Services, including delivering digital products, scheduling and conducting coaching sessions (e.g., reviewing submitted documents), sending booking confirmations, and fulfilling your requests.
- To communicate with you, such as responding to inquiries, support requests, or feedback; sending newsletters, updates, or marketing communications (e.g., about new resources, services, or AI tool developments) if you have opted in or joined our waitlist; and providing transactional emails related to purchases or sessions.
- To analyze Website and Services usage, user behavior, and trends to enhance content, functionality, and user experience, including through aggregated analytics.
- To personalize your experience, such as tailoring recommendations or content based on your interactions.
- To comply with legal obligations, enforce our Terms & Conditions, prevent fraud, protect our rights or property, and resolve disputes.
- For internal operations, such as auditing, data analysis, research, and record-keeping.
- To share updates or promotions via our social media channels (e.g., X, formerly Twitter, or LinkedIn), if applicable.

We do not use your information for automated decision-making that produces legal effects or similarly significant impacts on you. You can unsubscribe from marketing communications at any time by clicking the “unsubscribe” link in any email or contacting us. Opting out of marketing does not affect transactional or service-related communications.

3. How We Share Your Information

We do not sell, rent, trade, or otherwise disclose your personal information to third parties for their marketing purposes. We may share your information in the following limited circumstances:

- **Service Providers:** With trusted third-party vendors who assist us in operating the Website and Services, such as:
 - Email delivery and automation (e.g., MailerLite).
 - Digital product sales and fulfillment (e.g., Gumroad).
 - Secure payment processing (e.g., Stripe).
 - Website hosting and content management (e.g., Carrd).
 - Analytics and performance tracking (e.g., Google Analytics or similar tools).
 - Scheduling and video conferencing for coaching (e.g., Calendly, Zoom, or similar platforms). These providers are contractually obligated to use your information only for providing services to us and to maintain appropriate security measures. They have their own privacy policies, which we encourage you to review.
- **Business Transfers:** In connection with a merger, acquisition, reorganization, bankruptcy, or sale of assets, where your information may be transferred to the acquiring entity.
- **Legal Requirements:** If required by law, court order, subpoena, or governmental authority; to enforce our policies; or to protect the rights, safety, or property of ECR, our users, or others.
- **With Your Consent:** For any other purpose disclosed at the time of collection or with your explicit consent.

We may share aggregated or anonymized data that does not identify you personally for research, marketing, or other purposes.

4. Cookies and Tracking Technologies

We use Tracking Technologies to enhance functionality, analyze usage, and deliver personalized content. Categories include:

- **Essential Cookies:** Necessary for Website operation (e.g., session management).
- **Analytics Cookies:** To understand user behavior (e.g., via Google Analytics).
- **Marketing Cookies:** To deliver relevant ads or content.

You can manage cookies through your browser settings or by using tools like the Network Advertising Initiative opt-out page. We honor “Do Not Track” signals where applicable, but note that some third-party services may not. For more details, see our cookie banner or settings on the Website (if implemented).

5. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, or enforce agreements—typically for the duration of your relationship with us plus a reasonable period thereafter (e.g., 7 years for financial records). When no longer needed, we securely delete or anonymize the data.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. These include SSL/TLS encryption for data transmission, access controls, and secure storage with reputable providers. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security. If a data breach occurs, we will notify you and relevant authorities as required by law.

7. International Data Transfers

Our operations are based in the United States. If you are located outside the U.S., your information may be transferred to, stored, and processed in the U.S. or other countries where our service providers operate. We ensure such transfers comply with applicable laws, using mechanisms like Standard Contractual Clauses or adequacy decisions under GDPR. By using the Services, you consent to these transfers.

8. Your Rights and Choices

Depending on your location and applicable laws (e.g., GDPR, CCPA/CPRA, Virginia CDPA, Colorado CPA, etc.), you may have the following rights regarding your personal information:

- **Access:** Request details about the information we hold about you.
- **Correction:** Update or rectify inaccurate data.
- **Deletion:** Request erasure of your data (subject to legal exceptions).
- **Objection/Restriction:** Object to or limit certain processing, including for direct marketing.
- **Portability:** Receive your data in a structured, machine-readable format.
- **Withdraw Consent:** Revoke consent where processing is based on it, without affecting prior lawfulness.
- **Opt-Out of Sales/Sharing:** We do not “sell” or “share” personal information as defined under CCPA/CPRA, but you may opt out of targeted advertising if applicable.
- **Non-Discrimination:** We will not discriminate against you for exercising your rights.

To exercise these rights, submit a verifiable request to info@effectivecommunicationresearch.org. We will respond within the timeframes required by law (e.g., 30 days under GDPR, 45 days under CCPA). We may require identity verification and may deny requests if they are excessive, unfounded, or not legally required. For CCPA/CPRA,

California residents may use an authorized agent. If we deny a request, you may appeal by contacting us.

9. Children's Privacy

Our Website and Services are intended for individuals at least 18 years of age and are not directed to children under 13 (or 16 in some jurisdictions). We do not knowingly collect personal information from children. If we become aware that we have collected such information without parental consent, we will delete it promptly. If you believe we have received data from a child, please contact us immediately.

10. Third-Party Links

The Website may link to third-party sites or services (e.g., <https://www.caseywhalen.com>, social media, payment providers). We are not responsible for their privacy practices. Review their policies before providing information.

11. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices, legal requirements, or Services. Updated versions will be posted on the Website with a revised effective date. We may notify you of material changes via email or Website notice. Your continued use of the Services after the effective date constitutes acceptance of the changes. Review this Policy periodically.

12. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

 info@effectivecommunicationresearch.org

For GDPR purposes, you may also lodge a complaint with your local data protection authority. For CCPA/CPRA, contact the California Attorney General.