COACHED BY COLE

PRIVACY POLICY

Effective Date: October 7, 2026

Last Updated: October 7, 2026

This Privacy Policy describes how **Vance Aesthetics LLC, doing business as Coached By Cole** (“Coached By Cole,” “we,” “us,” or “our”) collects, uses, stores, and shares information when you visit **coachedbycole.com**, apply for coaching, purchase products or services, participate in coaching, communicate with us, or otherwise interact with Coached By Cole.

By using our website or providing information to us, you acknowledge the practices described in this Privacy Policy.

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1. INFORMATION WE MAY COLLECT

Depending on how you interact with Coached By Cole, we may collect information that you voluntarily provide as well as certain information collected automatically.

A. Contact and Account Information

This may include:

- Name
- Email address
- Phone number, if provided
- Location or general geographic information
- Account or login information
- Other contact information you voluntarily provide

B. Coaching Application Information

If you apply for coaching, we may collect information concerning:

- Fitness goals
- Training experience
- Nutrition goals

- Lifestyle and schedule
- Gym or equipment access
- Coaching preferences
- Motivation and expectations
- Other information submitted through the application process

C. Client Intake and Coaching Information

If you become a coaching client, we may collect additional information reasonably necessary to provide coaching services, including:

- Age or date of birth, if requested
- Height
- Weight
- Body measurements
- Progress information
- Progress photographs
- Exercise videos
- Training history
- Training performance
- Nutrition habits
- Food preferences
- Calorie and macronutrient information
- Weekly check-in responses
- Sleep and recovery information
- Relevant lifestyle information
- Injuries, limitations, or health-related information that you voluntarily provide in connection with safe participation in coaching

We request this information for purposes related to providing, personalizing, administering, and improving the coaching services you request.

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2. PAYMENT INFORMATION

When you purchase a product or service, payment information may be processed by a third-party payment processor.

Coached By Cole may receive transaction-related information such as:

- Customer name
- Billing status
- Amount paid

- Transaction date
- Subscription status
- Limited payment-method information, such as card type or last four digits, where provided by the processor

Coached By Cole does not intend to directly store full payment-card numbers or security codes when payments are processed through a third-party payment provider.

The payment processor's handling of your information is also governed by its own privacy policy and terms.

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3. INFORMATION COLLECTED AUTOMATICALLY

When you visit our website, certain information may be collected automatically by our website provider or other technology services.

This information may include:

- IP address
- Browser type
- Device type
- Operating system
- Pages viewed
- Referring website or source
- Approximate geographic location
- Date and time of visits
- Website interactions
- Cookie or similar technology identifiers

This information may be used to operate the website, maintain security, understand website usage, troubleshoot problems, and improve user experience.

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4. COOKIES AND SIMILAR TECHNOLOGIES

Our website and third-party services may use cookies, pixels, analytics technologies, or similar tools.

These technologies may be used to:

- Enable website functionality
- Remember preferences

- Maintain security
- Understand website traffic
- Analyze website performance
- Measure marketing effectiveness
- Improve our services

Where required by applicable law, users may be provided with choices concerning certain cookies or tracking technologies.

Browser settings may also allow users to restrict or delete certain cookies.

Disabling cookies may affect the functionality of certain portions of the website.

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5. HOW WE USE INFORMATION

We may use information we collect to:

- Provide coaching services
- Review coaching applications
- Determine whether our services may be appropriate for an applicant
- Create individualized training programs
- Provide nutrition coaching
- Monitor client progress
- Review check-ins
- Make coaching adjustments
- Communicate with clients
- Respond to questions or support requests
- Schedule or administer coaching services
- Process and administer purchases
- Manage recurring coaching memberships
- Maintain business records
- Provide purchased digital products
- Improve our website, programs, and services
- Prevent fraud or misuse
- Maintain website and account security
- Enforce agreements and policies
- Comply with applicable legal obligations
- Protect our legal rights and legitimate business interests

We may also use information for other purposes disclosed when the information is collected or with your consent where appropriate.

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6. COACHING COMMUNICATIONS

Active coaching clients may communicate with Coached By Cole through **Trainerize**, email, forms, or other designated communication platforms.

Information submitted through these services may be processed or stored by the applicable third-party provider.

Clients should avoid sending unnecessary highly sensitive information through ordinary messaging systems.

Medical emergencies and urgent health concerns should not be communicated through coaching platforms.

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7. GOOGLE SERVICES

Coached By Cole may use Google services in connection with business operations and coaching, including services such as:

- Google Workspace
- Google Forms
- Google Sheets
- Google Drive
- Gmail

Information submitted through these services may be processed or stored by Google according to Google's applicable terms and privacy practices.

For example, coaching clients may use Google Forms for check-ins or Google Sheets for nutrition-related resources.

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8. TRAINERIZE

Coached By Cole may use Trainerize or a similar coaching platform to deliver training programs, communicate with clients, review progress, and administer coaching services.

Information submitted through Trainerize may be processed and stored by the applicable platform according to its own privacy policy and terms.

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9. HOW WE MAY SHARE INFORMATION

We do **not sell personal information to third parties for money**.

We may share information with service providers when reasonably necessary to operate the business and provide services.

These providers may include:

- Website hosting providers
- Coaching platforms
- Payment processors
- Email providers
- Cloud-storage providers
- Form and spreadsheet providers
- Scheduling providers
- Analytics providers
- Accounting or bookkeeping providers
- Professional advisers
- Other technology or business-service providers

We may also disclose information when reasonably necessary to:

- Comply with applicable law or legal process
- Respond to lawful government requests
- Protect our rights or property
- Investigate fraud or misuse
- Protect the safety of clients or others
- Enforce our contracts or policies
- Establish, exercise, or defend legal claims

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10. BUSINESS TRANSFERS

If Coached By Cole or Vance Aesthetics LLC is involved in a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction, information may be transferred as part of that transaction, subject to applicable law.

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11. DATA RETENTION

We may retain personal information for as long as reasonably necessary for purposes including:

- Providing services
- Maintaining client and transaction records
- Fulfilling contractual obligations
- Resolving disputes
- Enforcing agreements
- Meeting tax, accounting, or legal requirements
- Protecting legitimate business interests

Different categories of information may be retained for different periods.

When information is no longer reasonably required, we may delete, anonymize, or securely dispose of it, subject to applicable legal and operational requirements.

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12. DATA SECURITY

Coached By Cole takes reasonable administrative, technical, and organizational measures intended to protect information against unauthorized access, loss, misuse, alteration, or disclosure.

However, no website, electronic communication, cloud-storage system, or internet transmission can be guaranteed to be completely secure.

Users should use reasonable precautions when transmitting information electronically.

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13. HEALTH AND FITNESS INFORMATION

Some information voluntarily provided in connection with coaching may relate to health, injuries, physical limitations, exercise history, body composition, nutrition, or similar matters.

We use this information primarily to administer and personalize the coaching services requested by the client and to promote safe participation within the scope of our services.

Coached By Cole is a fitness coaching business and should **not be assumed to be a healthcare provider or HIPAA-covered entity** merely because clients voluntarily provide health-related information.

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14. PROGRESS PHOTOS AND VIDEOS

Clients may voluntarily submit progress photographs, exercise videos, or similar media for coaching purposes.

Such materials may be used internally to:

- Evaluate progress
- Review exercise technique
- Provide coaching feedback
- Make programming decisions

Submitting photographs or videos for coaching purposes does **not automatically authorize their public use for marketing or advertising**.

Separate authorization will be obtained before Coached By Cole uses identifiable client photographs, videos, testimonials, or transformation materials publicly for marketing purposes.

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15. MARKETING COMMUNICATIONS

If Coached By Cole sends promotional or marketing emails, recipients may have the ability to unsubscribe from marketing communications using the method provided in the applicable message.

Unsubscribing from promotional communications may not prevent receipt of transactional or service-related communications necessary to administer an active purchase or coaching relationship.

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16. CHILDREN'S PRIVACY

Coached By Cole's website, products, and services are not intended to knowingly collect personal information from children under **13 years of age** without legally sufficient authorization.

If we become aware that personal information from a child under 13 has been collected in circumstances where it should not have been, we may take reasonable steps to delete the information.

Additional parental or guardian consent requirements may apply when services are offered to minors.

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17. YOUR PRIVACY CHOICES AND RIGHTS

Depending on your location and applicable law, you may have certain rights concerning your personal information.

These may include rights to request:

- Access to certain personal information
- Correction of inaccurate information
- Deletion of certain information
- Information regarding how information is used
- Certain limitations on processing
- Withdrawal of consent where processing is based on consent

These rights are not absolute and may be subject to legal exceptions.

To submit a privacy-related request, contact:

coach@coachedbycole.com

We may take reasonable steps to verify the identity of an individual making a request before responding.

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18. THIRD-PARTY LINKS

Our website may contain links to websites, applications, social-media platforms, or services operated by third parties.

Coached By Cole is not responsible for the privacy practices, security, content, or policies of third-party services.

Users should review the privacy policies of third-party services before providing information to them.

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19. SOCIAL MEDIA

Coached By Cole may maintain accounts on third-party social-media platforms.

Information you provide directly to a social-media platform or through public interactions with our accounts may be governed by that platform's own privacy practices.

Users should avoid publicly posting sensitive personal or health information.

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20. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, services, or legal requirements.

When changes are made, the **Last Updated** date at the top of this Privacy Policy may be revised.

Material changes may be communicated through additional means when appropriate or required by law.

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21. CONTACT US

Questions or requests regarding this Privacy Policy or our privacy practices may be directed to:

Coached By Cole
Vance Aesthetics LLC
Email: coach@coachedbycole.com
Website: coachedbycole.com