

AAC Website Privacy Policy

Effective September 29, 2026

This policy explains how Grace and Grit, LLC, doing business as Amber Anderson Coaching (AAC, we, us), collects and uses personal information through amberandersoncoaching.com, inquiries, scheduling, newsletters, individual coaching, and organization-sponsored leadership services. A separate client agreement or notice may provide additional details for a particular engagement. If there is a conflict about a specific service, we will explain which terms apply.

1. Who we are and how to contact us

AAC is based in Michigan, United States. For questions, access or deletion requests, or privacy concerns, email support@amberandersoncoaching.com. Postal address: 10783 Wildwood Rd, Shelbyville, MI 49344

2. Information we collect

Information you give us. Depending on how you interact with AAC, this may include your name, email address, phone number, employer, role, scheduling details, inquiry or intake answers, newsletter preferences, communications, payment and transaction details, and information you choose to share during a coaching or organizational engagement. Please do not submit sensitive information about yourself, another person, or your employer through a general website form.

Information connected to coaching and organizational work. A sponsoring organization may provide participant names, work contact details, roles, business goals, and logistics. Participants may share leadership goals, workplace situations, assessments, feedback, or other material during services. The applicable agreement and engagement notice should explain who receives progress information or deliverables and what stays confidential between coach and participant. We do not treat a sponsoring organization's payment as permission to disclose private coaching conversations.

Information collected automatically. When you visit the site, hosting, security, analytics, and embedded services may collect IP address, device and browser information, pages visited, referring links, approximate location derived from IP, timestamps, and cookie or similar identifiers. The precise cookies and tools in use should be reflected in the site's cookie notice and controls.

Information from other sources. We may receive scheduling, payment status, or contact information from providers you use to interact with us, from a sponsoring organization, or from a

referral you authorized. We will use it for the purposes described here and in the relevant service agreement.

3. How we use information

We use information to respond to inquiries; schedule calls; provide coaching, training, workshops, assessments, executive and team engagements; prepare agreed deliverables; administer contracts, billing, and records; send newsletters or marketing you requested; maintain security and troubleshoot the site; understand site performance; meet legal obligations; and protect our rights. We may use aggregated or de-identified information to improve services where it no longer reasonably identifies a person, subject to client agreements.

Marketing emails are separate from service communications. You can unsubscribe using the link in a marketing email or by contacting us. Unsubscribing does not stop necessary messages about a booking or active engagement.

4. AI-assisted work and any visitor-facing AI tools

AAC may use AI-assisted software to support research, drafting, organization, analysis, or administrative work. Human review remains part of decisions and client deliverables. The categories of information entered into an AI service, the provider's settings, and any contractual confidentiality requirements should be checked before use. We do not assume that a public AI tool has the same confidentiality protections as a private coaching session.

If we introduce a visitor-facing AI tool, the notice next to that tool will identify what information it asks for, whether AAC can see the interaction, the provider or provider category, how inputs and outputs are retained, and any provider training or product-improvement use that applies. Do not enter employer secrets, client records, health information, or another person's personal information into such a tool unless its specific notice expressly permits it and you are authorized to share it.

For private coaching notes, assessment data, recordings, or confidential organizational material, any AI processing must follow the applicable client agreement and the verified settings and terms of the provider. We do not make decisions with legal or similarly significant effects about people solely through automated processing on this website.

5. Cookies, analytics, and embedded services

The site may use essential cookies for operation and security, and may use analytics or other optional technologies to understand visits or support marketing. Embedded scheduling, video, forms, fonts, or media can also contact third-party services when loaded. Your browser and, where available, the site's cookie controls may let you limit some technologies. Blocking them

can affect site features. We do not promise that a browser's Do Not Track signal changes all collection unless that behavior has been verified.

6. When we share information

We share information with service providers only as needed for the activities described here, such as website hosting and security, scheduling, email delivery, video meetings, cloud storage, customer records, payment processing, assessments, analytics, and AI services where used. Providers may process information under their own terms or on our instructions, depending on the service. We may also share information with professional advisers; with a sponsoring organization only as described in the relevant agreement and participant notice; to comply with law or a valid legal request; to protect people, the site, or our rights; or in connection with a business transfer.

We do not publish a client's name, testimonial, photo, or private coaching material in marketing without appropriate permission.

7. Organization-sponsored services and confidentiality

When an employer or organization pays for services, AAC may receive participant and business-contact information from that organization. We use it to administer the engagement and deliver the agreed services. The organization may receive scheduling or participation information, agreed themes, outcomes, or deliverables as specified in its agreement. Private coaching content is handled according to the coaching agreement and the confidentiality expectations explained to participants at the start. Legal obligations and safety-related exceptions may apply. A participant should ask us about the applicable agreement before sharing information if the boundaries are unclear.

8. Payment and third-party sites

If you pay for a service, a payment processor may collect card or bank details directly. AAC may receive transaction status, billing information, and limited payment details needed for records. Links and embedded services operated by others have their own privacy practices. Review their notices when using them.

9. How long we keep information

We keep information only as long as reasonably needed for the purpose collected, an active engagement, contractual obligations, recordkeeping, dispute resolution, security, or applicable law. Periods differ for inquiries, marketing subscriptions, website logs, coaching records,

recordings, AI tool interactions, and financial records. An unsubscribe may leave a limited suppression record so we can honor your choice. Deleted information may remain temporarily in routine backups.

10. Your choices and privacy rights

You may ask what personal information we hold about you, request correction or deletion, or ask us to stop certain uses by emailing support@amberandersoncoaching.com. We will consider your request under the law that applies to you and may need to retain some information for legal or contractual reasons. We may ask for reasonable information to verify your identity; please do not email a passport, driver's license, or other sensitive document unless we specifically arrange a secure method. Some locations provide additional rights, such as access, portability, restriction, objection, or withdrawal of consent. We will not discriminate against you for exercising rights that apply under law.

If our practices trigger a required opt-out of sale, sharing, targeted advertising, or certain profiling under an applicable state law, we will provide the required method and honor applicable browser-based signals.

11. International visitors and transfers

AAC and its providers may process information in the United States and other countries where they operate. Privacy protections can differ by location. If EEA, UK, or other international data protection rules apply to a particular activity, we will identify the applicable legal basis and use any required transfer safeguards. Merely using this site is not presented as consent to all international transfers.

12. Security and children

We use reasonable administrative, technical, and organizational safeguards appropriate to the information and services involved. No online system can be guaranteed secure. If you believe information has been exposed improperly, contact us promptly. The site and services are intended for adults and professional audiences, not children under 13. We do not knowingly collect personal information from children under 13 through the site; contact us if you believe that has happened so we can investigate and take appropriate action.

13. Changes to this policy

We may update this policy as our services, technology, or legal obligations change. The current version and effective date will appear on this page. For material changes that require additional notice or consent, we will provide it as required by applicable law and our prior commitments.

Changes to this notice do not automatically authorize a new use of information collected under an earlier promise.

14. Contact

Grace and Grit, LLC, doing business as Amber Anderson Coaching

Email: support@amberandersoncoaching.com

Mailing address: 10783 Wildwood Rd, Shelbyville, MI 49344

Website: amberandersoncoaching.com