

## Privacy Policy of TruVoice Lessons Inc.

TruVoice Lessons LLC and/or its subsidiary or subsidiaries and/or affiliated entities (collectively “TruVoice Lessons LLC”, “us”, “we”, or “our”) collects, uses, shares and safeguards Personal Data and Non-Personal Data on [www.truvoicelessons.com](http://www.truvoicelessons.com), mobile Sites, microsites, mobile applications (“Apps”), profiles on our social media sites and any other digital services and platforms officially operated or used by us from time to time (collectively “Sites”), as well as by phone or by paper. In certain Sites operated overseas, the privacy policy displayed on those Sites, and not this Privacy Policy, may govern the collection, use and sharing of information. This Privacy Policy does not apply to our collection of information from other sources (unless specifically stated).

We have adopted this Privacy Policy to explain what information may be collected on our Sites, how we use this information, and under what circumstances we may disclose the information to third parties. This Privacy Policy, together with the Terms of Use posted on our Sites, sets forth the general rules and policies governing your use of our Sites. Depending on your activities when visiting our Sites, you may be required to agree to additional terms and conditions.

We keep this Privacy Policy posted on our Sites and you should review it frequently, as we reserve the right to change it from time to time without prior notice to you. Any changes will be effective immediately upon posting of the revised Privacy Policy. TruVoice Lessons LLC will not use your Personal Data or personally identifiable information, however, in a manner materially different than what was stated at the time it was collected without your consent. **WHEN YOU ACCESS OUR SITES, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, IMMEDIATELY STOP ACCESSING OUR SITES. CONTINUED USAGE OF OUR SITES SERVES AS ACKNOWLEDGEMENT OF RECEIPT OF THIS PRIVACY POLICY AND ANY CHANGES, AND AS ACCEPTANCE OF SUCH POLICY.**

### A. VIDEO/AUDIO TAPE CONSENT

As part of our aim in offering a high quality service, we have found it helpful to the work that people do with us to make recordings of sessions. Review of videos usually furnishes us with more ideas that you might find helpful in your circumstances. It is also sometimes helpful in your training and in training our instructors who are learning how to best do their job. Please read the following paragraphs and, if you agree and consent to video/audio recordings being made of these sessions and to these recordings being used to aid the work, then you may participate in our services. If you do not agree and consent to the recordings, then please do not participate in our lessons. Thus, by participating in our services, you consent to the excerpts from these recordings, or descriptions of them, being used by TruVoice Lessons LLC and its staff for the purposes of supervision, marketing and/or teaching. Further, by participating in our services, you hereby acknowledge that you understand that TruVoice Lessons LLC and its staff will edit out from these recordings, or from descriptions of the recordings, as much identifying information as is possible. TruVoice Lessons LLC undertakes that, with respect to any video/audio recordings made, every effort will be made to ensure professional confidentiality and that any use of video/audio recordings, or descriptions of video/audio recordings, will be for professional purposes only and in the interests of improving professional standards through

training programs. Every effort will be made to protect the anonymity of all those involved in the sessions.

## B. INFORMATION WE COLLECT

### **OUR SITES TYPICALLY COLLECTS TWO KINDS OF INFORMATION ABOUT YOU: (1) PERSONAL DATA AND (2). NON-PERSONAL DATA.**

#### 1. Personal Data:

Our definition of Personal Data includes personally identifiable information or any information that may be used to specifically identify or contact you, such as your name, mail address, phone number, etc. As a general policy, we do not automatically collect your personally identifiable information when you visit our Sites, unless you specifically authorize us to, for calendaring and other utilities. In certain circumstances, we may request, allow, or otherwise provide you an opportunity to submit your personally identifiable information in connection with a feature, program, promotion, or some other aspect of our Sites. Certain information may not be personally identifiable when standing alone (e.g., your age), but may become so when combined with other information (e.g., your age and name). Whether or not you provide this information is your choice; however, in many instances this type of information is required to participate in the particular activity, realize a benefit we may offer, or gain access to certain content on our Sites. We collect information that enables us to identify, schedule or contact you to carry out our business purposes. Our Sites collect this information for a variety of business reasons, including but not limited to, applying for membership, registering for an event or program, purchasing products or services, or otherwise interacting with the Sites. The types of Personal Data we collect include, but are not limited to:

- General data (e.g., names, dates of birth, home and business addresses, email addresses, Internet protocol addresses and mobile/landline business/personal telephone numbers that are provided by our members/customers)
- User-Entered Data (e.g., messages, posts and schedule(s))
- Government-issued identification numbers (e.g., social security numbers, employer identification numbers and tax identification numbers), for example from employees, independent contractors, and users if user makes payments via the Sites.
- Other identification information (e.g., photographs)
- Financial information (e.g., credit and debit card numbers, credit reports, passwords and PIN numbers) for product sales or employment purposes
- Sensitive Personal Data (e.g., racial or ethnic origin, sexual orientation and disability data) for diversity or accessibility purposes

We also receive Personal Data from third parties for use in marketing to potential new clients.

#### 2. Non-Personal Data:

Our definition of Non-Personal Data is any information that does not personally identify you. Non-Personal Data can include certain personally identifiable information that has been de-

identified; that is, information that has been rendered anonymous. We and/or our third-party service providers obtain non-personal information about you from information that you provide us, either separately or together with your personally identifiable information. We and/or our third-party service providers also automatically collect information that does not directly identify you as you interact with our Sites (“Non-Personal Data”). The types of Non-Personal Data we collect includes, but is not limited to:

- Site usage (e.g., browsing history, search terms, number of clicks, referring/exit pages, date/time stamp, time on Site)
- Products and services viewed, including advertisements for such products and services
- Computer type, operating system and platform type
- Internet service provider
- Your industry and business (e.g., company size and location, job functions and seniority levels)

## C. HOW WE USE & SHARE THE INFORMATION COLLECTED

### 1. Personal Data:

The Non-Personal Data you submit to us is generally used to carry out your requests, respond to your inquiries, better serve you or in other ways naturally associated with the circumstances in which you provided the information. We may also use this information to later contact you for a variety of reasons, such as customer service, to provide you with information or services, or process transactions that you have requested or agreed to receive, to provide you with marketing or promotional information for our products or those of other affiliated companies (“affiliated companies”), to communicate with you about content or other information you have posted or shared with us via our Sites or with regard to your use of the Sites and, in our discretion, changes to the Sites and/or Sites policies, for internal business purposes, or for purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy. You may opt-out from receiving future promotional information from us, or direct that we not share your information in the future with any affiliated companies or third parties for their direct marketing purposes, as set forth below in Section H.

In certain instances we may also share your personally identifiable information with our third-party vendors performing functions on our behalf (or on behalf of our affiliated companies) – e.g., vendors that process credit card orders, deliver our merchandise, administer our promotions, provide us marketing or promotional assistance, schedule appointments with you, analyze our data, assist us with customer service, etc. Our vendors agree to use this information, and we share information with them, only to carry out our requests. Except as provided in this Privacy Policy, our Terms of Use, or as set forth when you submit the information, your personally identifiable information will not be shared or sold to third parties without your consent.

### 2. Non-Personal Information:

In addition to any personally identifiable information or other information that you choose to provide to us on the Sites, we and our third-party service providers may use a

variety of technologies, now and hereafter devised, that automatically collect certain web site usage information whenever you visit or interact with the Sites. This information may include browser type, operating system, the page served, the time, the source of the request, the preceding page view, and other similar information. We may use this usage information for a variety of purposes, including to enhance or otherwise improve the Sites. In addition, we may also collect your IP address or some other unique identifier for the particular device you use to access the Internet, as applicable (collectively referred to herein as a “Device Identifier”). A Device Identifier is a number that is automatically assigned to your Computer, and we may identify your device by its Device Identifier. When analyzed, usage information helps us determine how our Sites are used, such as what types of visitors arrive at the Sites, what type of content is most popular, what type of content you may find most relevant and what type of visitors are interested in particular kinds of content and advertising. We may associate your Device Identifier or web site usage information with the personally identifiable information you provide, but we will treat the combined information as personally identifiable information. Web site usage information may be collected using various methods, such as the following:

**Web Beacons** - Small graphic images or other web programming code called web beacons (also known as “1x1 GIFs” or “clear GIFs”) may be included in our web pages and e-mail messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Sites, to monitor how users navigate the Sites, to count how many e-mails that were sent were actually opened or to count how many particular articles or links were actually viewed.

**Cookies** - A cookie is a data file placed on a Computer when it is used to visit the Sites. Cookies may be used for many purposes, including, without limitation, tracking user preferences and web pages visited while using the Sites. You may be able to remove, reject, and/or disable some types of cookies using your browser’s preferences or other programs. Some features of the Sites may not function properly or may operate slowly if you disable, delete, or refuse to accept cookies. Some of the cookies we use may be “Flash” cookies. A Flash cookie is a data file placed on a Computer via the Adobe Flash plug-in that may be built-in or downloaded by you to your Computer. While they are harmless, depending on your browser, these cookies may not be deleted when your cookies are deleted or disabled and, in some instances, they may cause your cookies to reappear in your browser. Please check your browser to determine where these types of cookies are stored and how they may be deleted or disabled.

**Mobile Device Identifiers** - Certain mobile service providers uniquely identify mobile devices and we or our third-party service providers may receive such device information if you access the Sites through mobile devices. Certain features of our Sites may require collection of mobile phone numbers, and we may associate that phone number to mobile device identification information. Additionally, some mobile phone service providers operate systems that pinpoint the physical location of devices that use their service. Depending on the provider, we or our third-party service providers may receive this information.

Embedded Scripts - An embedded script is programming code that is designed to collect information about your interactions with the Sites, such as the links you click on while on such a Sites. The code is temporarily downloaded onto your Computer from our web server or a third-party service provider, is active only while you are connected to the Sites, and is deactivated or deleted thereafter.

Information collected through passive means may be non-identifying or may be associated with you. In the latter case it will be treated as personally identifiable information.

We use non-personal information in a variety of ways, including to help analyze site traffic, understand customer needs and trends, carry out targeted promotional activities, and to improve our services. We may use your non-personal information by itself or aggregate it with information we have obtained from others. We may share your non-personal information with our affiliated companies and third parties to achieve these objectives and others, but remember that aggregate information is anonymous information that does not personally identify you. We may provide our analysis and certain non-personal information to third parties (who may in turn use this information to provide advertisements tailored to your interests), but this will not involve disclosing any of your personally identifiable information.

### 3. Information You Provide About A Third-party

If you send someone else a communication from the Sites, such as sending Sites content to a friend, the information you provide (names, e-mail addresses, etc.) is used to facilitate the communication and is not used for any other marketing purpose unless we obtain consent from that person or we explicitly say otherwise. Please be aware that when you use any send-to-a-friend functionality on our Sites, your e-mail address may be included in the communication sent to your friend.

### 4. Information Third Parties Provide About You

We also may, from time to time, supplement the information we collect with outside records from third parties in order to enhance our ability to serve you, to tailor our content to you, and to offer you opportunities to purchase products or services that we believe may be of interest to you. We may combine the information we receive from those other sources with information we collect through the Sites. In those cases, we will apply this Privacy Policy to any personal identifiable information received, unless otherwise specifically disclosed by us at the time you provide your personally identifiable information.

### 5. Third-party Service Providers

TruVoice Lessons LLC and/or [www.truvoicelessons.com](http://www.truvoicelessons.com) utilizes third-party service providers (the "Third-party Service Provider(s)"). By using the Site, you hereby consent and authorize us to delegate the authorizations and share the information you provide to us with our Third-party Service Provider(s) to the extent required to provide the services to you. Third-party Service Provider(s) will be utilized at the discretion of the Company. By using the Site, you hereby consent and authorize us to delegate the authorizations and share the information you provide to us with our Third-party Service Providers to the

extend required to provide services to you. The Site and Company uses the following Third-party Service Providers, subject to change at the sole discretion of the Company.

Third Party Service Provider	Links to Legal Agreements
Wordpress	<a href="https://wordpress.com/tos/">https://wordpress.com/tos/</a> and <a href="https://automattic.com/privacy/">https://automattic.com/privacy/</a>
WPENGINE	<a href="https://wpengine.com/legal/terms-of-service/">https://wpengine.com/legal/terms-of-service/</a> and <a href="https://wpengine.com/legal/privacy/">https://wpengine.com/legal/privacy/</a>
Stripe	<a href="https://stripe.com/ssa">https://stripe.com/ssa</a> and <a href="https://stripe.com/privacy">https://stripe.com/privacy</a>
PayPal, Payment processing services, (e.g. card acceptance, merchant settlement and related services)	<a href="https://www.paypal.com/us/webapps/mpp/ua/legalhub-full?locale.x=en_US">https://www.paypal.com/us/webapps/mpp/ua/legalhub-full?locale.x=en_US</a> and <a href="https://www.paypal.com/us/webapps/mpp/ua/privacy-full?locale.x=en_US">https://www.paypal.com/us/webapps/mpp/ua/privacy-full?locale.x=en_US</a>
Hubspot	<a href="https://legal.hubspot.com/community-tou">https://legal.hubspot.com/community-tou</a> and <a href="https://legal.hubspot.com/privacy-policy?_ga=2.229328540.128783957.1604969751-660034457.1604969751">https://legal.hubspot.com/privacy-policy?_ga=2.229328540.128783957.1604969751-660034457.1604969751</a>
Acuity	<a href="https://www.squarespace.com/terms-of-service">https://www.squarespace.com/terms-of-service</a> and <a href="https://www.squarespace.com/privacy">https://www.squarespace.com/privacy</a>
Google Analytics, to collect & analyze customer data, measure advertising ROI	<a href="https://policies.google.com/terms?gl=US&amp;hl=en">https://policies.google.com/terms?gl=US&amp;hl=en</a> and <a href="https://policies.google.com/privacy?gl=US&amp;hl=en">https://policies.google.com/privacy?gl=US&amp;hl=en</a>
Zoom, video hosting	<a href="https://zoom.us/terms">https://zoom.us/terms</a> and <a href="https://zoom.us/privacy-and-legal">https://zoom.us/privacy-and-legal</a>
Grasshopper	<a href="https://www.logmeininc.com/legal/terms-and-conditions">https://www.logmeininc.com/legal/terms-and-conditions</a> and <a href="https://www.logmeininc.com/legal/privacy">https://www.logmeininc.com/legal/privacy</a>
WooCommerce	<a href="https://woocommerce.com/terms-conditions/">https://woocommerce.com/terms-conditions/</a> and <a href="https://automattic.com/privacy/">https://automattic.com/privacy/</a>
LMS	<a href="https://www.themeum.com/terms-and-conditions/">https://www.themeum.com/terms-and-conditions/</a>

#### D. OTHER USES

##### 1. E-mail Communications:

If you send us an e-mail with questions or comments, we may use your personally identifiable information to respond to your questions or comments, and we may save your questions or comments for future reference. For security reasons, we do not recommend that you send non-public personally identifiable information, such as passwords, social security numbers, or bank account information, to us by e-mail. Further, we may send you e-mail under the following circumstances: (a) if you request a particular service or sign up for a feature that involves e-mail communications; (b) if it relates to purchases you have made with us (e.g., product updates, customer support, etc.); (c) if we are

sending you information about our other products and services; (d) if you consented to being contacted by e-mail for a particular purpose; (e) if you send us an e-mail, post information on the Sites (i.e., a blog), or otherwise submit information to us electronically, we may e-mail you to follow-up or otherwise communicate with you with respect thereto; (f) to provide you legal notices or notices with respect to your use of the Sites; or (g) to otherwise facilitate a transaction between us. In certain instances, we may provide you with tools on the Sites that will allow you to set your preferences for receiving e-mail communications from us; that is, agree to some communications but not others. You may “opt out” of receiving future commercial e-mail communications from us by clicking the “unsubscribe” link or following the other instructions included at the bottom of most e-mails we send, or as provided below in Section I; provided, however, we reserve the right to send you transactional e-mails such as customer service communications.

2. Transfer of Assets:

As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or all (or substantially all) of our assets, the personally identifiable information and non-personal information we have about you will be transferred to and used by this acquiring entity, though we will take reasonable steps to ensure that your preferences are followed. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.

3. Other:

Notwithstanding anything herein to the contrary, we reserve the right to disclose any personally identifiable or non-personal information about you if we are required to do so by law, with respect to notices and counter-notices pursuant to our DMCA notice and takedown policy and procedures and/or if we believe that such action is necessary to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our Sites, or other users; or (d) in an emergency to protect the health and safety of our Sites’ users or the general public.

4. Your California Privacy Rights:

In addition to the rights as explained in this Privacy Policy, under California’s “Shine the Light” law, California residents who provide personal information (as defined in the statute) to obtain products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year (e.g., requests made in the current year will receive information about the prior year). You are limited to one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for our response. You may request the information in writing at:

TruVoice Lessons LLC  
14205 SE 36<sup>th</sup> St., Ste. 100, #288  
Bellevue, WA 98006-1553  
Attn: California Privacy Request  
[contact@truvoicelessons.com](mailto:contact@truvoicelessons.com)

5. Third-party Ad Server Networks:

The Sites may use third parties such as network advertisers to serve advertisements on the Sites and may use traffic measurement services to analyze traffic on the Sites. Network advertisers are third parties that display advertisements based on your visits to the Sites and other Sites you have visited. Third-party ad serving enables us to target advertisements to you for products and services in which you might be interested. The Sites' third-party ad network providers, the advertisers, the sponsors, and/or traffic measurement services may themselves set and access their own cookies and other technologies on your Computer and track certain behavioral information regarding users of your Computer via a Device Identifier. These third-party cookies and other technologies are set to, among other things: (a) help deliver advertisements to you that you might be interested in; (b) prevent you from seeing the same advertisements too many times; and (c) understand the usefulness to you of the advertisements that have been delivered to you. Note that any images (or any other parts of a web page) served by third parties in association with third-party cookies may serve as web beacons, which enable third parties to carry out the previously described activities. Third-party cookies, web beacons, and other third-party technologies are governed by each third-party's specific privacy policy, not this one. While we may use a variety of companies to serve advertisements on the Sites, you may wish to visit [http://www.networkadvertising.org/optout\\_nonppii.asp](http://www.networkadvertising.org/optout_nonppii.asp), which provides information regarding this practice by Network Advertising Initiative ("NAI") members, and your choices regarding having this information used by these companies, including the "opt-out" procedures of NAI members. Opting out of one or more NAI members only means that those NAI members will no longer be able to deliver targeted content and/or ads to you, which will affect this and other web sites, but does not mean you will no longer receive any targeted content and/or ads. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer, or change web browsers, your NAI opt-out may not, or may no longer, be effective. Additional information is available on the NAI's web site accessible by the above link.

E. CHILDREN

The features, programs, promotions, and other aspects of our Sites requiring personally identifiable information are not intended for children. We do not knowingly collect personally identifiable information from children under the age of thirteen (13). If you are a parent or guardian of a child under the age of thirteen (13) and believe he or she has disclosed personally identifiable information to us, please contact us at [contact@truvoicelessons.com](mailto:contact@truvoicelessons.com). A parent or guardian of a child under the age of thirteen (13) may review and request deletion of such child's personally identifiable information as well as prohibit the use thereof. A description of the specific types of information collected from a



child under the age of thirteen (13) will be provided to the parent or guardian of that child upon the parent or guardian's request.

#### F. KEEPING YOUR INFORMATION SECURE

We have implemented security measures we consider reasonable and appropriate to protect against the loss, misuse, and alteration of the information under our control. Please be advised, however, that while we strive to protect your personally identifiable information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information. In the unfortunate event that your "personally identifiable information" (as the term or similar terms are defined by any applicable law requiring notice upon a security breach) is compromised, we may notify you by e-mail (at our sole and absolute discretion) to the last e-mail address you have provided us in the most expedient time reasonable under the circumstances; provided, however, delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system as well as for the legitimate needs of law enforcement if notification would impede a criminal investigation. From time to time we evaluate new technology for protecting information, and when appropriate, we upgrade our information security systems.

#### G. OTHER SITES/LINKS

Our Sites may link to or contain links to other third-party Sites that we do not control or maintain, such as in connection with purchasing products referenced on our Sites and banner advertisements. We are not responsible for the privacy practices employed by any third-party Sites. We encourage you to note when you leave our Sites and to read the privacy statements of all third-party Sites before submitting any personally identifiable information.

#### H. THIRD-PARTY APPLICATIONS

Third-party applications may be available via the Sites. **THE OWNERS OF THESE APPLICATIONS ("THIRD-PARTY OWNERS") MAY COLLECT PERSONALLY IDENTIFIABLE INFORMATION FROM YOU AND MAY HAVE THEIR OWN POLICIES AND PRACTICES.** We are not responsible for how Third-party Owners or their applications use your personally identifiable information. These Third-party Owners may have their own terms of service, privacy policies, or other policies and ask you to agree to the same. We are not responsible for these policies or the practices of Third-party Owners. Be sure to review any available policies before submitting any personally identifiable information to a third-party application or otherwise interacting with it.

#### I. CONTACT & OPT-OUT INFORMATION

The Sites may include subscription and registration management tools that allow you to make changes regarding your preferences for receiving communications. Regardless of whether these tools are available through the Sites, you may contact us as at [contact@truvoicellessons.com](mailto:contact@truvoicellessons.com) if: (a) you have questions or comments about our Privacy Policy; (b) wish to make corrections to any personally identifiable information you have provided to us; (c) want to opt-out from receiving future commercial correspondence, including e-mails, from us (we may continue to send you transactional messages such as responding to your inquiries); or (d) wish to withdraw your consent to our future sharing of

your personally identifiable information with third parties for their direct marketing purposes. We will respond to your request and, if applicable and appropriate, make the requested change in our active databases as soon as reasonably practicable. Please note that we may not be able to fulfill certain requests while allowing you access to certain benefits and features of our Sites. Also, please note that it is not always possible to completely change, remove, or delete all of your information from our databases and that residual data may remain on backup media for other reasons. Also, if you have made any public postings on the Sites, such as in forums or blogs, these communications are generally not removed by us. Our processing of your data is based upon your consent, contract performance (e.g., your purchase of products, membership or services), legitimate business interest (e.g., direct marketing of goods and services), or compliance with law. You have the right to object to our processing of your data or to restrict our processing of your data. In addition, if you have consented to the processing of your Personal Data, you have the right to withdraw your consent at any time.

#### J. CONSENT TO TRANSFER INFORMATION TO THE UNITED STATES

The Sites is operated in the United States and intended for users located in the United States. If you are located in the European Union, Canada, or elsewhere outside of the United States, please be aware that information we collect will be transferred to and processed in the United States. By using the Sites or providing us with any information, you consent to this transfer and processing of your information in the United States.

#### K. CANADA ANTI-SPAM LAW

We intend to comply with the Canada Anti-Spam Law. Non-users or associates who provide us a Canadian mailing address will not receive unauthorized Commercial Electronic Messages (as defined under the Canada Anti-Spam Law) unless these individuals have “opted-in” to receive Commercial Electronic Messages.

#### L. SOLE STATEMENT

This Privacy Policy as posted is the sole statement of our privacy policy with respect to the Sites, and no summary, modification, restatement, or other version thereof or other privacy statement or policy, in any form, is valid unless we post a new or revised policy to the Sites.