

Privacy Policy

Marc G Coaching, LLC

A New Jersey Limited Liability Company

Last Updated: July 20, 2026

1. Introduction and Scope

Marc G Coaching, LLC ("Company," "we," "us," or "our") respects privacy and is committed to handling personal information responsibly, transparently, and in accordance with applicable law. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when individuals use www.marcgcoaching.com, contact us, submit forms, schedule appointments, participate in coaching-related services, or otherwise interact with us (collectively, the "Services").

Marc G Coaching, LLC is organized as a New Jersey limited liability company and may provide services to clients located in different states across the United States. Privacy rights and obligations can vary by state. This Privacy Policy is intended to provide a practical nationwide privacy notice and to preserve any additional rights that may apply under state or federal law.

By using the Services, you acknowledge that you have had an opportunity to review this Privacy Policy. If you do not agree with this Privacy Policy, you should not use the Services.

This Privacy Policy applies to website visitors, prospective clients, clients, and other individuals who interact with us in an individual, household, professional, or business capacity. It does not govern the privacy practices of third-party websites, platforms, payment processors, scheduling systems, video-meeting platforms, client portals, analytics providers, email providers, or other third-party services that we do not control.

Nothing in this Privacy Policy limits any privacy, consumer-protection, data-security, contract, or other rights that cannot be waived under applicable law.

2. Important Coaching and Privacy Notes

Marc G Coaching, LLC provides non-clinical coaching services. Coaching is not therapy, counseling, diagnosis, medical treatment, mental health treatment, legal advice, tax advice, accounting advice, financial advice, or investment advice.

Please do not submit sensitive medical, mental health, legal, financial, or highly personal information through general website contact forms. If you voluntarily provide sensitive information during an inquiry or coaching relationship, we will use it only for the limited purposes described in this Privacy Policy, the applicable client agreement, and applicable law.

Marc G Coaching, LLC is not a healthcare provider, health plan, HIPAA covered entity, or HIPAA business associate unless expressly stated in a separate written agreement. Coaching-related communications may be private or business-sensitive, but they are not protected in the same way as communications with licensed medical, psychological, legal, or other regulated professionals unless a specific law applies.

3. Personal Information We Collect

The personal information we collect depends on how you interact with us and the tools you use. We seek to collect only information that is reasonably necessary for our business, legal, security, and service-delivery purposes.

3.1 Categories of Information

Category	Examples
Identifiers and contact information	Name, email address, phone number, mailing address, business name, job title, social media handle, or other contact details you provide.
Inquiry and communication information	Messages submitted through forms, emails, calls, texts, consultation requests, scheduling notes, intake responses, support requests, and related communications.
Coaching-related information	Goals, challenges, preferences, leadership topics, relationship or communication topics, business priorities, accountability items, session-related notes, portal activity, and information you voluntarily provide in connection with coaching.
Commercial and transaction information	Services requested or purchased, invoices, payment status, billing details, refunds, package information, appointment history, and related records. Payment card information is typically processed by third-party payment processors, and we do not intentionally store full payment card numbers on our website.
Internet, device, and usage information	IP address, browser type, device type, operating system, approximate location derived from IP address, referring pages, pages viewed, links clicked, timestamps, session duration, and interactions with website features.
Marketing and preference information	Email subscription status, communication preferences, service interests, feedback, survey responses, and preferences you choose to share.
Audio, video, or meeting information	Information exchanged during phone, video, or online meetings. We do not intentionally record coaching sessions unless disclosed and agreed to in advance.
Sensitive personal information	We do not request sensitive information through general website forms. Sensitive information may include health information, mental health information, financial information, precise geolocation, racial or ethnic origin, religious beliefs, sexual orientation, citizenship or immigration status, biometric data, or information about a known child. If such information is voluntarily provided, we use it only as reasonably necessary and as permitted by law.
Inferences and internal notes	Limited internal notes or observations about service needs, preferences, communication style, or business operations, used to support service delivery and administration.

3.2 Sources of Information

- You directly, including through forms, emails, calls, texts, consultations, intake documents, scheduling tools, client portals, meetings, and coaching sessions.
- Service providers and business tools, including website hosting, scheduling, payment processing, CRM, analytics, email, SMS, video-meeting, client portal, cloud storage, and administrative platforms.
- Publicly available sources or lawful third-party sources, when relevant to an inquiry, service relationship, security, legal compliance, or business operations.
- Cookies, pixels, analytics tools, log files, and similar technologies used by our website or service providers.

4. How We Use Personal Information

We use personal information for legitimate business, operational, legal, security, and service-delivery purposes, including to:

- Respond to inquiries and communicate with prospective clients, clients, vendors, and other contacts.
- Provide, schedule, administer, document, and improve coaching services, consultations, client communications, and related offerings.
- Manage intake, onboarding, appointments, coaching records, client portals, invoices, payments, refunds, cancellations, package administration, and other transaction-related matters.

- Personalize communications and service administration based on the topics, goals, preferences, and needs you voluntarily share.
- Send administrative messages, appointment reminders, service updates, policy updates, confirmations, and other operational communications.
- Send marketing or promotional communications where permitted by law. You may opt out of marketing emails and texts as described below.
- Operate, maintain, secure, debug, improve, and analyze the website, client portals, technology systems, and business operations.
- Detect, prevent, investigate, and respond to fraud, misuse, unauthorized access, illegal activity, security incidents, violations of agreements, or other harmful activity.
- Maintain business, tax, accounting, insurance, compliance, dispute-resolution, and legal records.
- Comply with applicable law, respond to lawful requests, enforce agreements, protect legal rights, and defend the Company, its owner, agents, service providers, and clients.
- Evaluate, document, and improve business operations, service quality, client experience, risk management, and internal processes.

We do not use personal information for materially different purposes without providing additional notice or obtaining consent where required by law.

5. Cookies, Analytics, and Tracking Technologies

We and our service providers may use cookies, pixels, web beacons, analytics tools, tags, log files, and similar technologies to operate the website, remember preferences, improve functionality, measure performance, understand visitor interactions, maintain security, and support marketing or advertising where enabled.

These technologies may collect information such as IP address, device and browser information, pages visited, time spent on pages, referring pages, and interactions with website forms or features. Some technologies may be placed by third-party platforms we use, such as website hosting, analytics, advertising, CRM, scheduling, or social media tools.

You may adjust your browser settings to refuse or limit cookies. Some website features may not function properly if cookies are disabled. Where required by applicable law, we will provide additional notice, consent options, opt-out mechanisms, or preference controls.

If we engage in targeted advertising, cross-context behavioral advertising, or similar tracking that is considered a "sale," "sharing," or targeted advertising under applicable state law, we will provide legally required opt-out options. Where applicable and technically feasible, we will honor valid opt-out preference signals, such as Global Privacy Control, as required by law.

6. How We Disclose Personal Information

We may disclose personal information only as reasonably necessary for the purposes described in this Privacy Policy and subject to applicable law. Disclosures may include:

- Service providers, vendors, contractors, platforms, and technology partners that help us operate, secure, deliver, or improve the Services.
- Payment processors, billing providers, financial institutions, and transaction facilitators as needed to process payments, invoices, refunds, chargebacks, or related financial matters.
- Website hosting providers, scheduling tools, client portals, video-meeting platforms, email providers, SMS providers, CRM tools, analytics providers, cloud storage providers, security providers, and communications platforms.

- Professional advisors, including attorneys, accountants, auditors, consultants, insurers, and compliance professionals.
- Government authorities, regulators, courts, law enforcement, or other parties when required or permitted by law, subpoena, court order, legal process, or governmental request.
- Parties involved in an actual or potential business transaction, such as a merger, acquisition, financing, reorganization, sale of assets, transfer of ownership, bankruptcy, or similar transaction, subject to applicable law.
- Other parties with your consent, at your direction, or as necessary to fulfill a request you make.

We do not sell personal information for money. We do not knowingly sell or share personal information of children or minors. We do not use or disclose sensitive personal information for the purpose of inferring characteristics about an individual, except as permitted by law or with consent where required.

Some state privacy laws define "sale," "sharing," or targeted advertising broadly. If analytics, advertising, retargeting, social media pixels, or similar technologies used on our website are considered a sale, sharing, or targeted advertising under applicable law, we will honor opt-out rights where legally required.

7. State Privacy Rights and Requests

Several U.S. states have enacted consumer privacy laws. Whether a particular law applies may depend on factors such as the state of residence of the individual, the Company's volume of data processing, revenue, business model, whether personal information is sold or shared, and other statutory thresholds. Even when a specific state law does not apply, we will make reasonable efforts to respond to privacy inquiries in a practical and respectful manner.

7.1 Rights That May Apply

Depending on your state of residence and applicable law, you may have some or all of the following rights:

- Right to know or confirm whether we process personal information about you.
- Right to access personal information we maintain about you.
- Right to obtain a portable copy of certain personal information, where required by law.
- Right to correct inaccurate personal information.
- Right to delete personal information, subject to legal, contractual, security, fraud-prevention, accounting, tax, recordkeeping, dispute-resolution, and operational exceptions.
- Right to opt out of the sale of personal information, sharing of personal information, targeted advertising, or certain profiling activities, where such activities occur and the law grants that right.
- Right to limit certain uses or disclosures of sensitive personal information, where applicable.
- Right to withdraw consent where processing is based on consent and withdrawal is permitted by law.
- Right to appeal a decision regarding a privacy request, where applicable.
- Right not to be discriminated against for exercising privacy rights, subject to lawful differences related to the value or functionality of data where permitted by law.

7.2 How to Submit a Request

To submit a privacy request, please use the official contact form available on www.marcgcoaching.com or another contact method provided on the website. Please include enough information for us to understand the request, verify your identity, and respond appropriately.

We may take reasonable steps to verify your identity and authority before fulfilling a request. Verification may require confirming information already maintained by us, requesting additional information, or verifying authority for an authorized agent. We will use information provided for verification only for that purpose unless otherwise permitted by law.

Authorized agents may submit opt-out or other requests where permitted by law. We may require proof of authorization and may require the consumer to verify identity directly, unless prohibited by law.

We will respond to privacy requests within the time required by applicable law. If we deny or limit a request, we will provide an explanation where required and provide an appeal process where applicable.

7.3 Appeals

If applicable law gives you a right to appeal our decision, you may submit an appeal using the same contact method used for the original request and include "Privacy Appeal" in the message. We will review the appeal and respond as required by applicable law.

8. State-Specific Notices

8.1 New Jersey Residents

Marc G Coaching, LLC is a New Jersey limited liability company. The New Jersey Data Privacy Law may apply to certain controllers that do business in New Jersey or target New Jersey residents and meet statutory processing thresholds. Where the New Jersey Data Privacy Law or other New Jersey privacy or data-security laws apply, New Jersey residents may have rights concerning access, correction, deletion, portability, opt-out requests, sensitive data processing, authorized agents, and appeals.

We do not intentionally sell personal data for money. If we process personal data in a way that triggers a New Jersey opt-out right, sensitive-data consent requirement, authorized-agent requirement, or other consumer-rights obligation, we will provide the legally required process and honor valid requests as required by law.

8.2 California Residents

If the California Consumer Privacy Act, as amended, applies to the Company, California residents may have rights to know, access, delete, correct, obtain a copy of certain personal information, opt out of sale or sharing, limit certain uses or disclosures of sensitive personal information, and be free from unlawful discrimination for exercising those rights.

The categories of personal information we may collect are described in Section 3. The business and commercial purposes for collecting, using, and disclosing personal information are described in Sections 4, 5, and 6. The categories of recipients to whom personal information may be disclosed are described in Section 6. Retention practices are described in Section 10.

We do not sell personal information for money. We do not knowingly sell or share personal information of consumers under 16. If we use cookies, pixels, analytics, advertising, or similar technologies in a way that is considered a sale or sharing under California law, we will provide applicable opt-out rights and honor valid opt-out preference signals as required by law.

We do not use or disclose sensitive personal information for purposes that require a right to limit unless we provide the legally required notice and option, or unless the use is otherwise permitted by law.

California "Shine the Light" law may permit California residents to request information about certain disclosures of personal information to third parties for their direct marketing purposes. We do not intentionally disclose personal information to third parties for their own direct marketing purposes without consent. If applicable, California residents may submit a request using the contact method described in Section 17.

8.3 Nevada Residents

Nevada residents may have the right to opt out of certain covered sales of personal information. We do not currently sell covered information as defined by Nevada privacy law. If you are a Nevada resident and wish to submit an opt-out request, please use the contact method described in Section 17.

8.4 Other U.S. State Residents

Residents of states with consumer privacy laws may submit requests using the process described in this Privacy Policy. We will evaluate and respond to requests based on the law that applies to the requesting individual and to the Company at the time of the request.

9. Marketing Communications, Email, and Text Messaging

If you provide contact information, we may contact you about your inquiry, appointments, services, transactions, administrative matters, or related business purposes. We may also send marketing communications where permitted by law.

You may opt out of marketing emails by using the unsubscribe link in the email or by contacting us through the website. Even after opting out of marketing messages, you may still receive transactional, administrative, legal, security, scheduling, or service-related messages.

If you agree to receive text messages, message and data rates may apply. You may opt out as described in the applicable text message or consent notice. Consent to marketing text messages is not required as a condition of purchasing services unless specifically permitted by law.

10. Data Retention

We retain personal information for as long as reasonably necessary to provide services, operate the business, maintain appropriate business records, comply with legal, tax, accounting, insurance, reporting, and contractual obligations, resolve disputes, enforce agreements, protect legal rights, maintain security, and prevent fraud or misuse.

Retention periods may vary depending on the type of information, the purpose for which it was collected, the nature of the coaching relationship, applicable legal requirements, client agreement terms, operational needs, and legitimate business interests. When personal information is no longer reasonably needed, we will delete, de-identify, aggregate, or securely retain it as permitted by law and our business-record practices.

11. Data Security and Incident Response

We implement commercially reasonable administrative, technical, organizational, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, loss, misuse, or destruction. These safeguards may include access controls, service-provider review, account security practices, secure storage practices, limited access to sensitive information, and reasonable retention controls.

No website, transmission, platform, cloud system, email, SMS, video meeting, or electronic storage method can be guaranteed to be completely secure. You are responsible for using reasonable care when submitting information online and for avoiding the submission of unnecessary sensitive information through general website forms.

If we become aware of a security incident involving personal information, we will evaluate the incident and provide notices to affected individuals, regulators, or other parties if and as required by applicable law.

12. Service Providers and Vendor Management

We may use third-party vendors and platforms to operate the Services, including website hosting, scheduling, payment processing, analytics, advertising, email, SMS, client portal, CRM, video-meeting, cloud storage, security, and administrative tools. We seek to use vendors appropriate for our business needs and to limit vendor access to personal information based on the services provided.

Third-party vendors may maintain their own privacy policies, security practices, terms, and data-processing arrangements. We do not control all third-party systems or practices. Your use of third-party platforms may be subject to those third parties' terms and privacy policies.

13. AI-Assisted and Automated Tools

We may use technology tools, including AI-assisted tools, for administrative, drafting, organizational, marketing, analytics, or operational support. We do not use AI tools to provide medical, mental health, legal, financial, or other regulated professional advice.

We do not intentionally use automated decision-making to make legal or similarly significant decisions about individuals. If we use automated tools in a way that triggers a legal notice, consent, opt-out, appeal, or assessment obligation, we will provide the required process as applicable.

Clients and prospective clients should avoid submitting sensitive medical, mental health, legal, financial, or highly personal information through general forms or tools unless specifically requested and appropriate for the coaching relationship.

14. Aggregated and De-Identified Information

We may create and use aggregated or de-identified information for internal analytics, service improvement, business planning, security, reporting, and operational purposes. Aggregated or de-identified information is not intended to identify a specific individual.

We will not attempt to re-identify de-identified information except as permitted or required by law, such as to test whether de-identification processes are effective or to comply with legal obligations.

15. Children and Minors

The Services are intended for adults who are at least eighteen (18) years old. The Services are not directed to children under 13 or to minors under 18. We do not knowingly collect personal information from children under 13 or from minors under 18 without appropriate consent where required by law.

If we learn that we have collected personal information from a child or minor in a manner not permitted by law, we will take reasonable steps to delete the information or obtain appropriate consent, as required by law.

16. External Links and Third-Party Websites

Our website may contain links to third-party websites, platforms, social media pages, payment pages, scheduling tools, video platforms, resources, or services. We are not responsible for the privacy practices, security, content, or availability of third-party websites or services. Your interactions with third-party websites and services are governed by those third parties' own terms and privacy policies.

17. International Users

Marc G Coaching, LLC is based in the United States and the Services are primarily intended for individuals located in the United States. If you access the Services from outside the United States, you understand that personal information may be processed, stored, or transferred in the United States or other jurisdictions where we or our service providers operate. Those jurisdictions may have data-protection laws different from the laws of your location.

If we intentionally offer services to individuals outside the United States in a way that triggers additional international privacy obligations, we will provide additional notices, terms, consents, or mechanisms as required by applicable law.

18. Business Transfers

If Marc G Coaching, LLC is involved in a merger, acquisition, sale of assets, financing, reorganization, bankruptcy, change of ownership, or similar business transaction, personal information may be disclosed, transferred, or evaluated as part of that transaction, subject to applicable law and reasonable confidentiality protections where appropriate.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, technology, legal requirements, vendor relationships, or business operations. The updated version will be posted on the website with a revised "Last Updated" date. Changes will be effective when posted unless otherwise stated or required by law.

We encourage you to review this Privacy Policy periodically. Your continued use of the Services after an updated Privacy Policy is posted means you acknowledge the updated policy, subject to applicable law.

20. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact Marc G Coaching, LLC through the official contact form available on the website.

Company: Marc G Coaching, LLC

Website: www.marcgcoaching.com

State of Organization: New Jersey