

Privacy Policy

Effective Date: [01.01.2025]

At Empower 4 Success ('we', 'our', or 'us'), your privacy is important to us. This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us through social media, complete forms, or participate in our coaching, personal training or educational services.

By using our website or providing your information, you agree to this Privacy Policy.

1. What Information We Collect

- Your name
- Email address
- Phone number
- Age or date of birth (where relevant)
- Emergency contact details (for clients)
- Health and fitness information relevant to coaching or personal training
- Goals, interests and preferences
- Information you provide through forms, surveys or questionnaires
- Information you send via Instagram, Facebook Messenger, email or our website
- Website usage information such as IP address, browser type and pages visited through cookies and analytics
- Providing health information is optional; however, it may be necessary for us to provide safe coaching or personal training services.

2. How We Collect Information

- Complete a form on our website
- Contact us through Instagram, Facebook or other social media
- Subscribe to our mailing list
- Book a consultation
- Enquire about coaching or personal training
- Become a client
- Download a free resource
- Register for workshops or events
- Contact us by phone, email or message

3. How We Use Your Information

- Respond to your enquiries
- Assess whether our services are suitable for you
- Provide coaching, personal training and education services
- Develop personalised programs where applicable

- Send appointment reminders
- Send newsletters, educational content and special offers
- Improve our services and website
- Meet legal or safety obligations where required
- If you provide your email address when making an enquiry or downloading a resource, you may be added to our mailing list. You can unsubscribe at any time by clicking the unsubscribe link in any email.

4. Marketing Communications

With your consent, we may send health and fitness tips, parenting and wellbeing resources, program updates, promotions, event information and educational content.

You may unsubscribe at any time and we will promptly remove you from our mailing list.

5. Social Media

If you contact us through Instagram, Facebook or other social media platforms, the information you provide will be used only to respond to your enquiry or discuss our services.

Please note that these platforms operate under their own privacy policies, and we encourage you to review them separately.

6. Cookies and Website Analytics

Our website may use cookies and analytics tools to help us understand how visitors use our website.

This may include pages visited, time spent, device and browser information and general location information.

You can disable cookies through your browser settings.

7. Storage and Security

We take reasonable steps to protect your personal information from unauthorised access, loss, misuse, alteration and disclosure.

Information is stored using secure digital systems and password-protected accounts wherever practical.

8. Sharing Your Information

We respect your privacy.

We do not sell, rent or trade your personal information.

We do not share your information with third parties for marketing purposes.

We may only disclose your information if you have given permission, it is necessary to provide services you have requested, or we are required by law.

9. Access and Correction

You may request access to the personal information we hold about you and ask us to correct any inaccurate or outdated information.

10. Retention of Information

We retain personal information only for as long as necessary to provide our services, comply with legal obligations, resolve disputes or maintain business records.

11. Children's Privacy

Where our services involve children, personal information is collected only with the consent of a parent or legal guardian.

12. Third-Party Services

Our website or services may use trusted third-party providers such as:

- Website hosting (including Wix)
- Email marketing platforms
- Booking software
- Everfit (coaching, programming, client communication and progress tracking)
- Square (payment processing and invoicing)
- Analytics services
- These providers may collect limited information necessary to provide their services and are responsible for managing information in accordance with their own privacy policies.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any updates will be published on this page with the revised effective date.

14. Contact Us

Empower 4 Success

Website: www.empower4success.com.au

Email: empower4success@hotmail.com

Phone: 0431893655

This Privacy Policy has been prepared in accordance with the principles of the Australian Privacy Act 1988 (Cth) and is intended to help you understand how Empower 4 Success manages personal information.