

Privacy Policy

Effective Date: July 2, 2026

1. Introduction

Welcome to **1st Step Branding** ("Company," "we," "our," or "us").

We respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, who we share it with, and the choices you have regarding your information.

This Privacy Policy applies to all websites, online stores, event registration pages, ticketing services, coaching services, consulting services, digital products, and other services operated by 1st Step Branding.

By using our Services, you agree to the practices described in this Privacy Policy.

2. Information We Collect

Depending on how you interact with our Services, we may collect the following information.

Information You Provide

You may voluntarily provide us with information including:

- Full name
- Email address
- Phone number
- Business name
- Mailing address
- Billing address
- Company information
- Social media usernames
- Branding information
- Project requirements
- Event registration details
- Coaching or consultation information

- Survey responses
 - Messages submitted through our contact forms
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Account Information

If you create an account or purchase services through our website, we may collect:

- Username
 - Email address
 - Purchase history
 - Saved preferences
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Payment Information

Payments are processed securely through third-party payment providers such as:

- Shopify Payments
- Stripe
- PayPal
- Square
- Other secure payment processors

We do **not** store your complete credit card or banking information on our servers.

Event Information

When registering for one of our workshops or events, we may collect:

- Name
 - Email address
 - Phone number
 - Company name
 - Ticket selection
 - Dietary restrictions (if applicable)
 - Attendance preferences
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Affiliate Program Information

If you participate in our affiliate program, we may collect:

- Name
 - Email
 - Payment information
 - Tax information (when legally required)
 - Affiliate performance metrics
 - Referral information
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Communications

If you contact us, we may retain:

- Emails
 - Chat messages
 - Support requests
 - Attachments
 - Phone call notes
 - Consultation notes
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3. Information Collected Automatically

When you visit our website, certain information may be collected automatically.

This may include:

- IP address
 - Browser type
 - Device type
 - Operating system
 - Pages visited
 - Time spent on pages
 - Referring website
 - Date and time of visits
 - General geographic location
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4. Cookies and Tracking Technologies

We may use cookies and similar technologies to:

- Remember your preferences
- Improve website functionality
- Analyze website traffic
- Measure marketing performance
- Provide personalized experiences

You can disable cookies through your browser settings; however, doing so may affect website functionality.

5. How We Use Your Information

We use your information to:

- Provide our services
 - Process purchases
 - Deliver digital products
 - Schedule consultations
 - Register event attendees
 - Process ticket purchases
 - Respond to customer inquiries
 - Send requested communications
 - Improve our website
 - Personalize your experience
 - Prevent fraud
 - Maintain website security
 - Comply with legal obligations
 - Market our services (where permitted by law)
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6. Email Marketing

If you opt into our mailing list, we may send:

- Company updates

- Marketing emails
- Educational content
- Event announcements
- Promotions
- New service announcements

You may unsubscribe at any time by clicking the unsubscribe link included in our emails.

7. Sharing Your Information

We do **not sell** your personal information.

We may share information with trusted third parties only when necessary to operate our business, including:

- Shopify
- Stripe
- PayPal
- Square
- Ticketing platforms
- Email marketing providers
- Analytics providers
- Website hosting providers
- Customer relationship management (CRM) platforms
- Legal or regulatory authorities when required by law

These providers are permitted to use your information only as necessary to provide services to us.

8. Third-Party Services

Our website may contain links to third-party websites or services.

Examples include:

- Shopify
- Google
- Facebook

- Instagram
- LinkedIn
- YouTube
- Calendly
- Zoom
- Ticketing platforms

We are not responsible for the privacy practices of third-party websites.

We encourage you to review their privacy policies before providing personal information.

9. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information.

While we strive to use commercially acceptable means to protect your information, no method of transmission over the Internet or electronic storage is completely secure.

10. Data Retention

We retain personal information only for as long as necessary to:

- Provide our services
- Complete transactions
- Maintain business records
- Resolve disputes
- Comply with legal obligations

When information is no longer required, we securely delete or anonymize it where reasonably practicable.

11. Children's Privacy

Our Services are not intended for children under the age of 13.

We do not knowingly collect personal information from children.

If we learn that information has been collected from a child without appropriate consent, we will promptly delete it.

12. Your Privacy Rights

Depending on where you reside, you may have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Request a copy of your information
- Object to certain processing
- Withdraw consent where applicable
- Opt out of certain marketing communications

To exercise your rights, please contact us using the information below.

13. California Privacy Rights

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know, access, delete, and correct certain personal information we collect, subject to applicable legal exceptions.

We do not sell personal information as defined under California law.

14. International Users

If you access our Services from outside the United States, your information may be transferred to and processed in the United States, where data protection laws may differ from those in your jurisdiction.

By using our Services, you consent to such transfers where permitted by law.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When changes are made, we will revise the "Effective Date" at the top of this page. Continued use of our Services after changes become effective constitutes acceptance of the updated Privacy Policy.

16. Contact Us

If you have questions regarding this Privacy Policy or our privacy practices, you may contact us:

1st Step Branding

Email: **support@1stepbranding.com** *(replace if different)*

Website: <https://1stepbranding.com>