



Data and Privacy Policy

Introduction

By using this website and/or my other services, you are agreeing to my Data and Privacy Agreement. This statement and policy shown here was created so that Conscious Life Space [guru] and its editor, Amy M Adams would

1. Be clear about this site's purpose and intention and,
2. Be in compliance with the law.

First for the purpose of simplification of this document, myself Amy M. Adams as sole proprietor dba Conscious Life Space [guru] will be referred to as <https://consciouslife.guru> or CLS. This definition includes anyone who may be hired in the future (covering all the bases as this is considered a legal document)

This site's purpose and intention

The purpose of this site is to provide a platform for both readers and authors to share thoughts, ideas, facts and information for living a life fully awake building community. As a digital oasis and site that proclaims to promote consciousness in life, it is our intention to provide relevant content in various forms including written texts, printables, videos, gifs, and other images. It is also our intention to use any data collected by such tools as google analytics and other sites (you can read all the gobbly gook below for details) solely for the purposes of enhancing and improving the quality of the material created. The truth is there are billions of people on this planet and it actually helps anyone running a site or business to gather some data when we actually reach someone who is interested in our service to the world.

In compliance with the law

CLS does its best to be in compliance with the law. Below you will find all of this gobbly gook (which is required and meant to protect both the producer of this site and the reader/user.) I have tried to simplify and be very clear, still there is some gobbly gook there too. This is a long document.

What is a data collection and Data and Privacy Policy?

A Data and Privacy Policy is an agreement that specifies what type of data a website collects from users and how that data will be used. The data is categorized as either "personal data" or "personally identifiable information." Regulated data typically includes anything that can be used to identify an individual. Here's how the GDPR defines both categories of **personal data** -



Personal data is any information that relates to an identified or identifiable living individual. Different pieces of information, which collected together can lead to the identification of a particular person, also constitute personal data. Personal data that has been de-identified, encrypted or pseudonymised but can be used to re-identify a person remains personal data and falls within the scope of the law.

Personal data that has been rendered anonymous in such a way that the individual is not or no longer identifiable is no longer considered personal data. For data to be truly anonymised, the anonymisation must be irreversible.

The law protects personal data regardless of the technology used for processing that data – it's technology neutral and applies to both automated and manual processing, provided the data is organised in accordance with pre-defined criteria (for example alphabetical order). It also doesn't matter how the data is stored – in an IT system, through video surveillance, or on paper; in all cases, personal data is subject to the protection requirements set out in the GDPR.

The gobbly gook

Hey life's too serious sometimes to not refer to all the legal jargon as what it mostly is and I did try to add 'natural language' in some places but I need to protect myself from the government too.

CLS is committed to maintaining robust privacy protections for its users. Our Data and Privacy Policy ("Data Usage & Data and Privacy Policy") is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement, "Site" refers to the CLS website, which can be accessed at <https://consciouslife.guru>.

"Service" refers to the Company's services accessed via the Site, in which users can read relevant content, comment, download freebies, buy products, etc.

The terms "we," "us," and "our" refer to CLS. "You" refers to you, as a user of our Site or our Service. By accessing our Site or our Service, you accept our Data Usage and Data and Privacy Policy and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Data and Privacy Policy in accordance with the law.

I. INFORMATION WE COLLECT

We collect "Non-Personal Information" and "Personal Information." **Non-Personal Information** includes information that cannot be used to personally identify you,



such as anonymous usage data, the general demographic information we may collect, referring/exit pages and URLs, platform types, the preferences you submit and preferences that are generated based on the data you submit and number of clicks. For those who are simply passive readers of this website, I have no identifiable personal data of which I am aware. I do use web tools such as google analytics to track site usage metrics to support CLS's work. However, none of them gives me any identifiable personal data. It's all non-identifiable/anonymous.

Personal Information includes your email address and name should you sign-up for the CLS monthly newsletter and periodic special offers, sign-up for an email course or download a freebie. None of this information is ever sold. This information is information that you provided because you wanted to receive a good or service and you always have the option to opt-out of any list.

1. Information collected via Technology emails addresses and the use of cookies

Readers are not required to register their email addresses to use the Site. When you specifically request information or contact us we will only use your personal information to reply to you. We do not send unsolicited emails.

When you subscribe (or opt-in) to the email list by asking to receive our periodic newsletter and special offers we maintain your email address in a secure list. When you opt-in to our list to access and download a freebie (worksheets, journal pages, etc.) you have agreed to join our email list. The only information required in these cases is your email address and we like to personalize your experience when you share your first name. You are never required to submit any Personal Information other than your email address.

However, in an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the "referring URL"), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilizing our services, both on an individual and aggregate basis. CLS may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

2. The information you provide us by registering for an account



In addition to the information provided automatically by your browser when you visit the Site, to become a subscriber (you can become a subscriber by subscribing to comments, or when shopping) to the Service you will need to create a personal profile. You do not require a profile when you join our mailing list. This is specifically for when you create a profile by registering with the Service and entering your email address and creating a user name and a password. By registering, you are authorizing us to collect, store and use your email address in accordance with this Data and Privacy Policy.

3. Children's Privacy

The Site and the Service are not directed to anyone under the age of 13. The Site does not knowingly collect or solicit information from anyone under the age of 13 or allow anyone under the age of 13 to sign up for the Service. In the event that we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at info@consciouslife.guru.

II. HOW WE USE AND SHARE INFORMATION

1. Personally Identifiable Information

Except as otherwise stated in this Data and Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for CLS, such as the servers for our email communications who are provided access to user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Data and Privacy Policy.

The only way CLS has personally identifiable information (name and email) is if someone voluntarily shares it.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers. We use the following services that have their own data and privacy policies and we are sharing them here to be fully transparent.

MailChimp

MailChimp is my current newsletter service. Someone who signed up for it has the control to unsubscribe from the newsletter at any time. At this time, the primary data I receive from people fits 3 main categories:



- First Name
- Last Name
- Email

MailChimp also collects a person's:

- Favorite email client information
- Generalized location data
- Date when the profile was last updated
- Time zone
- Language

It also collects information like if a newsletter emailed to the individual was opened and what links someone clicked on. For more information on how MailChimp handles data, you can read this link: <https://mailchimp.com/legal/privacy/>

Sumo

I use their 'highlighter' feature which allows a user to highlight text and tweet it. In addition, I use their form feature to ask people to sign-up voluntarily for the newsletter which is linked to MailChimp. For more information on how Sumo handles data, you can read more at their links:

<https://help.sumo.com/hc/en-us/articles/218958727-Privacy-Policy>

<https://help.sumo.com/hc/en-us/articles/115003953111-GDPR-Compliance>

Commenting

You can make comments directly on the site or via Facebook Commenting and Disqus. The various platforms are offered for your convenience. All comments on this blog are public. If a user wants to remove them, they have the ability to do so directly. Comments remain on the blog for the existence of the blog. We do not remove legitimate comments. Comments that are deemed to be harassment, copyright infringement, spam, hate speech, or otherwise inappropriate will be removed.

2. Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site.



CLS's data tracking tools include Bing Webmaster Tools, Google's Analytics and Search Console as well as Sumo & Mailchimp (Newsletter & list building tools) are the main data tracking tools that I use. The webmaster and analytic tools offer CLS only non-identifiable data, thereby safeguarding user privacy. Whereas, the newsletter and list building tools only give CLS information you provide - email address and name.

Google Analytics

Google Analytics is set to store user and event data for 26 months before deleting it. For more information about how Google Analytics is protected and what info is gathered, you can read this link:

<https://support.google.com/analytics/answer/6004245?hl=en>

This is Google's general privacy statement:

<https://www.google.com/intl/en/policies/privacy/>

Social Warfare

This tool is my current social sharing tool for the website. It tracks shares of blog posts as well as offering some site usage data.

Advertising

Occasionally advertisements are placed on social media platforms and Google AdWords to attract visitors to the site. To the best of CLS's knowledge, only anonymous/non-identifiable data is received from these avenues of interaction. CLS will do its best to comply with data and privacy standards for any advertising on these and any other sites in the future.

III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.



CLS makes every attempt to stay current with the best security options available. For example, CLS uses many of Google's products because of their and their parent company Alphabet Inc.'s deep commitment and investment in web security.

Currently, data protection measures include:

- Having password protection on devices
- Using and maintaining the most up-to-date anti-virus software that protects Internet browsing, offers a firewall to my computer, and more
- Receiving the latest OS updates and security patches automatically to my computer
- Receiving automatic updates to my web browsers
- Using passwords for any online services associated with CLS
- Using different passwords
- Using strong passwords
- Using two-factor authentication for some of the service sites that offer that level of security

Payment Methods

Records of bank accounts or credit card numbers are never kept.

PayPal

Those who use PayPal to donate to Conscious Life Space are governed by PayPal's privacy and data protection standards. PayPal does not share credit card or bank account numbers. The financial data I do receive from PayPal is used entirely for tax purposes and therefore required by law.

Any concerns a donor has with the security of PayPal or questions about changing the personal data shown in their donations should be directed to PayPal. For learning more about PayPal's security, this link has more information:

<https://www.paypal.com/webapps/mpp/paypal-safety-and-security>

Requesting Removal of Personal Data

For any identifiable personal data given to me that is not central to business and legal recordkeeping, you can send a written email to info@consciouslife.guru or a contact form asking me to delete the information from my system.



Notification of a Data Breach

In the event of a data breach, CLS will contact those who are affected or possibly affected within 30 business days.

If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. You have the right to be forgotten, and you can request that your personal data in correspondence that has been shared with CLS is deleted.

Acknowledgement emails will be sent to confirm the request and that the request has been processed.

Please allow 30 business days for the request to be processed.

V. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Data and Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Data and Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the Data and Privacy Policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

Other Places a Person May Interact with CLS

(Twitter, Facebook, Pinterest, Instagram, LinkedIn, Google+, etc.)

There are other sites with which a person can have interactions with CLS and they are governed by those sites' privacy and security policies. Users control their



comments on any post or message they share with me via these websites. The user also can unfollow, unsubscribe, and unfriend me on these services at their own discretion. The website should give people the ability to control their personal data and is governed by their Data and Privacy Policy.

CLS's sole responsibility is for its own website <https://consciouslife.guru>. CLS is not responsible for any privacy or security issues from any of these websites or any others.

For more on the privacy and data policies of other social networks where I maintain an active presence, you can find them below:

Pinterest - <https://policy.pinterest.com/en/privacy-policy>

Twitter - <https://twitter.com/en/privacy>

Facebook -

<https://www.facebook.com/business/news/facebooks-commitment-to-data-protection-and-privacy-in-compliance-with-the-gdpr>

YouTube - <https://www.google.com/intl/en/policies/privacy/>

Google Plus - <https://www.google.com/intl/en/policies/privacy/>

VI. CHANGES TO OUR DATA AND PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of any changes to our Data and Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

VII. UNINTENTIONAL OMISSIONS

No statement or agreement can account for any and every possible issue. Thus, if there are omissions, they are unintentional, and significant security and privacy concerns will be fixed once CLS is conscious of them (see what we did there :-)

Learn about GDPR here ->

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN>



VIII. CONTACT US

If you have any questions regarding this Data and Privacy Policy or the practices of this Site, please contact us by sending an email to info@consciouslife.guru.

Closing Statement

In countries throughout the world laws differ and this site, Conscious Life Space [guru] <https://consciouslife.guru> and me, Amy M. Adams, the owner intend to be in compliance with all laws. Regulations vary by geographical region and jurisdiction as well as by subject matter. That said, it is important to remember that laws are sometimes written for the people and sometimes they can be used to hurt people.

GDPR the new EU law I hope will protect people and seems like it is a step in the right direction. In the US laws are for the most part state by state and can differ and don't have strict regulations like the EU's law, let's hope this changes to benefit people. It is the hope of CLS that wherever in the world these laws are made and created that they will genuinely protect an individual and never be used to limit information on the internet including impeding freedom of speech. There is a danger with too much regulation and complex legalise and what not can really hurt the average person trying to make a living in the digital world. Conscious Life Space lives by the precept - do not harm.

Last Updated: This Data and Privacy Policy was last updated on 4/25/2018.