Privacy Policy

Last Updated: July 29, 2026

This Privacy Policy explains how InPower Strategists, LLC, doing business through cherylehays.com at https://cherylehays.com, collects, uses, stores, shares, and protects personal information gathered through this website and related services. This policy applies to information collected through the website or any owned website under InPower Strategists, contact forms, book-update forms, newsletter sign-ups, downloadable resources, service inquiries, course registrations, coaching-related intake forms, and other digital interactions connected to the business.

By using the website, submitting a form, joining an email list, purchasing a product or service, or otherwise providing information, users acknowledge the practices described in this Privacy Policy.

Site and Business Information

This website is operated by **InPower Strategists, LLC**.

Business details:

- Business name: InPower Strategists, LLC
- Brand or website name: CheryleHays.com
- Website URL: https://www.CheryleHays.com
- Business phone: 817-505-5750
- General contact email: chays@inpowerstrategists.com
- Privacy contact email: chays@inpowerstrategists.com.

This website provides information and services related to leadership coaching and consulting, keynote and related speaking, organizational consulting, online courses, books, newsletters, and downloadable resources.

Scope

This Privacy Policy applies to:

- Visitors who browse the website.
- Individuals who submit inquiries through contact forms.
- Individuals who sign up for book updates, newsletters, or other email communications.
- Individuals who purchase products, register for programs, or request services.

- Individuals who interact with embedded media, scheduling tools, analytics tools, cookies, or related website technologies.

This Privacy Policy does not apply to third-party websites, platforms, or services that may be linked from the website, even when those services are used in connection with this business. Users should review the privacy policies of those third parties directly.

Information Collected

The website may collect the following categories of information, depending on how a user interacts with the site:

Information Provided Directly

- Name.
- Email address.
- Phone number.
- Mailing address or billing address.
- Company name, title, or organization details.
- Information submitted through contact forms.
- Information submitted through book-update forms.
- Information submitted through newsletter, waitlist, speaking inquiry, coaching inquiry, or program registration forms.
- Information voluntarily shared in messages, intake forms, applications, surveys, event registrations, or feedback forms.
- Payment-related details submitted in connection with purchases, to the extent received by the business or its payment processors.

Automatically Collected Information

- IP address.
- Browser type and version.
- Device type.
- Operating system.
- Referring website or traffic source.
- Pages viewed and time spent on pages.

- Date and time of visits.
- Clickstream data.
- Approximate location derived from IP address.
- Cookie and tracking data.

Sensitive Information

The website is not intended to collect sensitive personal information through general contact, newsletter, book-update, or speaking-inquiry forms. Visitors should not submit sensitive personal information through those forms.

If sensitive information is requested for a coaching, program, assessment, or service-related purpose, the reason for collecting that information and how it will be handled will be explained at the point of collection.

How Information Is Used

Personal information may be used for the following purposes:

- To respond to inquiries and communicate with users.
- To provide book updates, newsletters, marketing emails, and thought leadership content.
- To send requested resources, downloads, confirmations, reminders, or service-related communications.
- To process purchases, registrations, or service requests.
- To deliver coaching, consulting, speaking, courses, events, or related services.
- To manage customer support and administrative communications.
- To maintain website security and prevent fraud, abuse, or misuse.
- To analyze website performance, improve content, and understand audience engagement.
- To comply with legal obligations, enforce agreements, and protect rights.

If the business sends marketing emails, users may unsubscribe at any time by clicking the unsubscribe link in the email or by contacting chays@inpowerstrategists.com.

Legal Basis and Consent

Where required by applicable law, information is collected and processed on one or more of the following bases:

- User consent.
- Performance of a contract or steps taken at the user's request before entering a contract.

- Legitimate business interests, including communication, analytics, service delivery, and website administration.
- Compliance with legal obligations.

Users may withdraw consent to marketing communications at any time, subject to lawful processing that occurred before withdrawal.

Cookie-consent withdrawal under Legal Basis and Consent

Visitors may also change or withdraw consent for nonessential cookies at any time through the website's privacy-preferences panel. Withdrawal of consent does not affect processing that lawfully occurred before the consent was withdrawn.

Third-Party Platforms and Service Providers

Personal information may be processed, stored, transmitted, or accessed by third-party service providers that support the business. These may include, as applicable:

- Website platform: AttractWell
- Cookie consent and privacy-preference management: iubenda, provided through AttractWell
- Email marketing provider: AttractWell
- Payment processor: Stripe
- Scheduling platform: Calendly via AttractWell
- Video or webinar platform: Zoom via AttractWell
- Analytics provider: Google Analytics, activated only when a visitor consents to Measurement cookies
- CRM or customer database: AttractWell
- Course or membership platform: AttractWell
- Cloud storage or document management provider: Microsoft OneDrive

These service providers may process information on behalf of the business for operational purposes. Information may be shared with them only as reasonably necessary to operate the website, communicate with users, deliver services, process payments, analyze traffic, host media, or support business functions.

Do not state that information is "never shared" unless that statement is factually accurate. If service providers receive, host, or process user information, that constitutes sharing or disclosure in the ordinary course of business.

Cookies and Tracking

This website uses cookies and similar technologies for essential website operations and, when a visitor provides consent, for optional functionality, experience, and measurement purposes.

Essential cookies support functions such as website operation, security, fraud prevention, and the storage of visitors' privacy preferences. These cookies are necessary for the website to function and cannot be disabled through the cookie-consent banner.

This website uses Google Analytics to understand website traffic, visitor engagement, and website performance. Google Analytics may collect information such as session activity, approximate location, browser information, device information, pages viewed, and time spent on the website.

Google Analytics is classified as a Measurement service. Google Analytics scripts and analytics cookies are not activated unless a visitor accepts Measurement cookies through the website's consent banner. If a visitor rejects nonessential cookies, Google Analytics does not place analytics cookies on that visitor's device.

The website may also include embedded or integrated services such as videos, forms, scheduling tools, payment services, and social-media features. Those third-party services may use cookies or similar technologies when a visitor chooses to interact with them or permits the applicable cookie category.

Visitors may accept, reject, or customize nonessential cookies through the consent banner. Visitors may also change or withdraw their choices at any time by reopening the website's privacy-preferences panel. Rejecting nonessential cookies may limit certain optional features but will not prevent access to the basic website.

Additional information about the categories, purposes, providers, and duration of cookies is available through the Cookie Policy linked from the consent banner.

Google states that its default Analytics implementation collects session, approximate-location, browser, and device information. It uses a first-party _ga cookie when analytics storage is allowed. Your test confirmed that this cookie is blocked after Reject and activated after Accept.

iubenda identifies analytics as Purpose 4, Measurement, and uses its script-tagging system to prevent Measurement scripts from running before consent.

Embedded Content and External Tools

The website may include embedded or integrated content such as videos, podcasts, maps, scheduling tools, forms, payment pages, social feeds, or other third-party features. When users interact with those features, the third party may collect information directly in accordance with its own privacy policy.

Email Marketing

If a user signs up for book updates, newsletters, or other communications, the business may use the user's name and email address to send updates, announcements, promotional messages, educational content, or launch information.

Users may unsubscribe at any time by:

- Clicking the unsubscribe link in the email.
- Replying to an email with an unsubscribe request, if applicable.

Even after unsubscribing from marketing emails, the business may still send transactional or service-related messages when necessary.

Payments

If products or services are purchased through the website, payment information may be collected and processed by third-party payment processors. The business may receive limited transaction-related information, such as payment confirmation, purchase details, billing name, and contact information, but full payment card details may be processed directly by the payment provider.

Payment processors used: Stripe

How Information Is Shared

Information may be shared in the following circumstances:

- With service providers that help operate the business and website.
- With payment processors to complete transactions.
- With email and communication platforms to deliver requested communications.
- With analytics providers, including Google Analytics, when the visitor has consented to Measurement cookies.
- With professional advisors, insurers, auditors, or legal counsel when reasonably necessary.
- When required by law, subpoena, court order, or regulatory obligation.
- To protect the rights, safety, property, or operations of the business, users, or others.
- In connection with a business transfer, sale, merger, reorganization, or asset transaction.

Sale of data statement: No data, personal or otherwise, is sold or shared for cross-context behavioral advertising.

Data Retention

Personal information is retained only as long as reasonably necessary for the purposes described in this Privacy Policy, including business operations, legal compliance, dispute resolution, recordkeeping, and enforcement of agreements.

Retention periods may vary depending on the type of information and the reason it was collected.

Security

Reasonable administrative, technical, and physical safeguards are used to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure. However, no website, platform, email transmission, or internet-based storage system can be guaranteed to be completely secure.

Users should avoid sending highly sensitive information through unsecured forms or email unless specifically instructed otherwise.

Children's Privacy

This website is not directed to children or any age, and the business does not knowingly collect personal information from children under 13 without appropriate legal authorization.

If a parent or guardian believes a child has provided personal information inappropriately, contact chays@inpowerstrategists.com so the information can be reviewed and, where appropriate, deleted.

User Rights and Requests

Depending on the user's location and applicable law, users may have rights to:

- Request access to personal information.
- Request correction of inaccurate information.
- Request deletion of personal information.
- Request limitation of certain processing.
- Object to certain uses of information.
- Withdraw consent where processing is based on consent.
- Request information about categories of information collected, shared, or disclosed.

Requests may be submitted to: chays@inpowerstrategists.com.

To help protect privacy, identity verification may be required before fulfilling certain requests.

State, National, and International Privacy Notices

This website may be accessed by users across multiple states and countries. Privacy rights can vary by jurisdiction. The business intends this Privacy Policy to provide a general explanation of data practices, but additional disclosures or rights may apply under laws such as:

- The Texas Data Privacy and Security Act, to the extent applicable.
- California privacy laws, to the extent applicable.
- Other U.S. state consumer privacy laws, to the extent applicable.

- GDPR or UK GDPR, to the extent applicable to users in Europe or the United Kingdom.

Complaints

If a user has concerns about privacy practices, the user may contact chays@inpowerstrategists.com

If applicable law provides the right to complain to a supervisory authority, regulator, attorney general, or consumer protection authority, users may do so.

Changes to This Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes in website practices, services, legal requirements, or technology. When updates are made, the "Last Updated" date will be revised.

Material changes may also be communicated by posting a notice on the website, updating a footer link, sending an email, or using another appropriate method.

Contact Information

Questions, requests, or concerns about this Privacy Policy may be directed to:

InPower Strategists, LLC
Cheryle Hays, Founder & CEO
Email: chays@inpowerstrategists.com
Phone: 817-505-5750
Website: https://www.cherylehays.com