

EZ Coach Privacy Statement: <https://www.ezcoachco.com/privacypolicy>

1. Introduction

Welcome to EZ Coach. We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services. We collect no personal information about you unless you choose to provide that information to us. We do not give, share, sell, or transfer any personal information to a third party without your express permission.

By using the EZ Coach website, you agree to the terms of the most recent version of this Privacy Policy. Please read our Terms of Use to understand the general rules about your use of this website. Except as written in any other disclaimers, policies, terms of use, or other notices on this website, this Privacy Statement and the Terms of Use are the complete agreement between you and EZ Coach with respect to your use of this website. You may be subject to additional terms that may apply when you access specific services or materials on certain areas in this website, or when you follow a link from this website.

If you have any questions or concerns about this policy, or our practices regarding your information, please contact us at info@EZCoach.ai.

2. Overview of Services

EZ Coach is committed to addressing educational inequality by providing high school students with personalized, affordable, and effective guidance throughout the college application process. Our platform and services may include the following services:

School Selection: Assisting students in identifying and researching suitable universities based on their academic profiles, interests, and career goals.

Essay Brainstorming and Feedback: Assisting students in brainstorming essay ideas, structuring their essays, and providing feedback on drafts.

Application Strategy: Helping students create a unique personal brand and positioning their story effectively to universities.

Resume Building: Providing tools and guidance to create compelling resumes that highlight students' achievements and experiences.

Networking: Facilitating connections between students and their schools of interest to foster meaningful relationships.

Recommendations: Ensuring that recommenders complement students' applications with strong and relevant letters of recommendation.

After Submission Support: Helping students negotiate financial aid packages and scholarships and providing guidance on appealing waitlist decisions.

One-on-One Counseling: Offering personalized counseling sessions to address specific application support related to the college application process.

Vocational Counseling: Offering personalized counseling sessions to address specific needs and concerns related to vocational and career planning.

Through these services, EZ Coach aims to simplify the educational journey and ensure that every student has access to the support they need to achieve their educational goals.

3. Non-personal Information

Non-personal information is information that cannot identify you or be tied to you. We are always looking for ways to better serve you and improve this website, and we will use non-personal information from you to help us make the website more useful to you. We also will use non-personal information for other business purposes.

Typical uses of non-personal information include:

Creating reports for internal use to develop programs, products, services or content

Customizing the information or services that are of interest to you

Providing aggregated information on how visitors use our site, such as 'traffic statistics' and 'response rates,' to third parties

If you do nothing during your visit but browse through the website, read pages, or download information, our website's operating system will automatically record some non-person information about your visit, which may include:

The Internet domain for your Internet service, such as "xcompany.com" or "xcompany.net" if you use a private internet access account, or "yourschool.edu" if you connect from a college or university domain.

The type of browser (such as "Netscape version X" or "Internet Explorer version X") that you are using.

The type of operating system that you use (such as Macintosh, Unix, or Windows).

The date and time you visit our site, and the web pages that you visit on our site.

The address of the previous website you were visiting, if you linked to us from another website.

This tracking system does not record information about individuals.

4. Personal Information

EZ Coach collects various types of personal information to provide and improve our services.

Personal information is any data that can identify an individual. Examples of how we collect personal information include account creation, survey completion, email forms, and requests for information about our services.

TYPES AND USE OF PERSONAL INFORMATION

Identifiers: (e.g., name, email address, telephone number) used to create and manage user accounts, personalize user experiences, and communicate with users.

Protected Classifications: (e.g., age, gender, race) collected to comply with legal obligations and ensure non-discriminatory practices.

Financial Information: (e.g., credit card number, billing address) used to process payments and manage financial transactions.

Commercial Information: (e.g., purchase history, service usage) used to understand user preferences, improve services, and provide relevant recommendations.

Internet Activity: (e.g., browsing history, search history) used to analyze website usage, improve user experience, and ensure website functionality.

Geolocation Data: (e.g., physical location via IP address or mobile device) used to provide location-based services and enhance user experience.

Audio, Electronic, Visual, or Similar Information: (e.g., call recordings, video recordings) used to ensure quality control and enhance customer service.

Educational, Professional or Employment-Related Information: (e.g., job history, test scores, GPA) used to tailor our services to meet users' needs and offer relevant advice.

We may also personalize your visits to our website by combining collected personal information with data from cookies (described below), enabling us to recognize repeat visits and tailor your website experience.

SECURITY OF PERSONAL INFORMATION

EZ Coach employs advanced technical and organizational measures to protect your personal information, including:

Security Standards and Certifications: Compliance with ISO/IEC 27001:2013, SOC 1, SOC 2, and SOC 3, GDPR, CSA STAR, SSL/TLS Encryption, PCI-DSS Level 1, and Data Tokenization.

Use of Trusted Vendors: Utilization of Microsoft Azure for our platform and Stripe for transactions, ensuring data and transaction security.

PERSONAL INFORMATION AND THIRD PARTIES

EZ Coach will not share your personal information with unrelated third parties without your permission, except as required by law or to provide our services through trusted vendors like Microsoft Azure and Stripe. In cases in which we share your personal information with a third-party vendor, we will not authorize them to keep, disclose or use your information with others except for the purpose of providing the services we asked them to provide.

We may be legally compelled to release your personal information in response to a court order, subpoena, search warrant, law or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting website visitors who violate our rules or engage in behavior which is harmful to other visitors (or illegal).

We may disclose your personal information to third parties if we feel that the disclosure is necessary to:

- Enforce this Privacy Statement and the other rules about your use of this website
- Protect our rights or property
- Protect someone's health, safety or welfare
- Fulfill obligations relating to a corporate sale, merger, dissolution, or acquisition
- Comply with a law or regulation, court order or other legal process

COOKIES

At EZ Coach, we use cookies and similar tracking technologies to enhance your experience on our website. Cookies are small text files that are stored on your browser or device by websites that you visit. They are widely used to make websites work more efficiently, as well as to provide information to the site owners. Cookies allow us to recognize your device and store information about your preferences or past actions.

Types of Cookies and Their Use

Essential Cookies: These cookies are necessary for the website to function properly. They enable basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Performance Cookies: These cookies collect information about how visitors use our website, such as which pages are visited most often and if users get error messages from web pages. These cookies do not collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our website works.

Functional Cookies: These cookies allow the website to remember choices you make (such as your username, language, or the region you are in) and provide enhanced, more personal features. They may also be used to provide services you have asked for, such as watching a video or commenting on a blog. The information these cookies collect may be anonymized and they cannot track your browsing activity on other websites.

Targeting/Advertising Cookies: These cookies are used to deliver advertisements that are more relevant to you and your interests. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Targeting cookies are often linked to site functionality provided by the other organization.

Social Media Cookies: These cookies are set by social media services that we have added to the site to enable you to share our content with your friends and networks. They can track your browser across other sites and build a profile of your interests. This may impact the content and messages you see on other websites you visit.

If you visit our website to read or download information, we may collect the following kinds of information from cookie technologies:

The name of the domain from which you access the Internet

The Internet Protocol address ("IP Address") of the device you are using

The type of browser and operating system you are using

The date and time you access our website

The internet address of the site from which you linked directly to our website

Which pages you have visited on our website (note: U.S. healthcare providers, please see the 'uses of personal information' described below)

The search terms you use

The links on which you click

You can manage your cookie preferences by adjusting your browser settings to refuse cookies or alert you when cookies are being sent. However, if you choose to disable cookies, some features of our website may not function properly.

Browser Settings: You can configure your browser to accept or reject all cookies, or notify you when a cookie is set. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

Third-Party Tools: You can use third-party tools to manage cookies. Click here to visit the Network Advertising Initiative site to set preferences and opt out of third-party targeting cookies.

Additional Information: For more details on how to manage cookies, visit aboutads.info and allaboutcookies.org to find general information and opt-out.

By continuing to use our website without changing your settings, you consent to our use of cookies as described in this policy.

4. User Account Information

Certain EZ Coach webpages permit you to create a user account and login to that account. The information in this section applies to those webpages:

Viewing/Editing Personal Information: You may change the information you have provided by logging into your account and editing the information. If you are the primary user, your personal information will be viewable by any persons you have invited and registered on your account (e.g., Parent and Family Members, School Administrator or Counselors). If you are registered on someone else's account, your personal information will be viewable by the primary user as well as others registered on that account.

Storage of Personal Information: EZ Coach may store your personal information on servers in the United States of America, where we operate. EZ Coach will retain your personal information for as long as your account is active or as needed to provide you with our services. Additionally, we may retain your personal information to comply with legal obligations, resolve disputes, and enforce our agreements.

If you choose to close your account, we will deactivate it and remove your personal information from our active systems. However, copies of your information may remain in our backup archives for a certain period as required by law and for legitimate business purposes. To close and delete your account:

Submit a Request: Contact us at info@EZCoach.ai or through your account settings to request account deletion.

Verification: We will verify your identity to ensure the security of your information. You may be asked to provide additional information to complete this verification process.

Confirmation: Upon successful verification, we will process your request and confirm the deletion of your account. This process may take up to fourteen (14) days.

Retention of Necessary Data: Certain information may be retained in our records even after the deletion of your account to comply with legal obligations and to protect our rights.

Protecting Personal Information: We take security seriously and take a number of steps to protect your personal information. You also play a big part in protecting the privacy of your personal information. When you create an account, we ask you to select a password that is unique to you. To protect your personal information from unwanted disclosure, you should not give your password to anyone with whom you would not share your personal information. Our website may also log you out after a period of inactivity and require you to log in again. When you are ready to leave the website, always “log off” and close your browser to help protect the confidentiality of your information.

Use of Personal Information: EZ Coach will use your personal information for purposes related to the nature of your account and the reason your account was established. These uses could include but are not limited to: (1) account creation, management, and security; (2) password restoration and renewal; and (3) delivery of the product or services which you have elected to use. Your use of any such accounts, and EZ Coach’s ability to use your personal information, is additionally subject to the [Terms of Use](#) accessible on the EZ Coach website.

5. Privacy Statement Changes

This Privacy Policy was last reviewed on July 1, 2024. If we make a significant change to our Privacy Policy, we will post a notice on the homepage of our website for a period of time after the change is made.

OBTAINING USER CONSENT FOR SIGNIFICANT CHANGES

If required by applicable law, we will obtain your consent before implementing any significant changes to this Privacy Policy. We will provide you with detailed information about the changes and how they may impact your personal information. You will have the opportunity to review the changes and give your consent before they take effect.

Steps for Obtaining User Consent:

Notification: We will notify you of any significant changes to this Privacy Policy via email and/or a prominent notice on our website.

Detailed Information: The notification will include a detailed description of the changes, their purpose, and how they may affect your personal information.

Consent Request: We will explicitly request your consent to the changes. This may involve checking a box, clicking a button, or providing an electronic signature.

Implementation: The changes will only take effect after we have obtained your consent. If you do not consent to the changes, you may choose to discontinue using our services or exercise your rights as described in this Privacy Policy.

We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting your information.

If you have any questions or concerns about this policy or our practices regarding your information, please contact us at info@EZCoach.ai.

6. Privacy on Other Web Sites

The EZ Coach website may contain links to other websites. Some of those websites may be operated by EZ Coach and some may be operated by third parties. We provide the links for your convenience, but we do not review, control, or monitor the privacy practices of websites operated by others. This Privacy Policy does not apply to any other website. We are not responsible for the performance of websites operated by third parties or for your business

dealings with them. Therefore, whenever you leave this website, we recommend that you review each website's privacy practices and make your own conclusions regarding the adequacy of these practices.

7. Direct Communications with Website Visitors

We may contact you periodically by email, mail, telephone, or text if you agree to that contact. We may do so to provide information regarding programs, products, services, and content that may be of interest to you. In addition, some of the features on the EZ Coach website allow you to communicate with us using an online form. If your communication requests a response from us, we will send you a response via email. The email response or confirmation may include your personal information, including personal information about your health, your name, address, etc.

If you prefer not to receive communications from us, you can opt out at any time. Below are the methods to opt out of different types of communications:

Email: Each marketing email from EZ Coach will include instructions on how to unsubscribe from future emails.

Telephone: We do not make a habit of calling customers, but if you do receive a marketing call from us and do not wish to receive further calls, you can request to be placed on our "Do Not Call" list during the call.

Text Messages: To stop receiving text messages, you can reply with "STOP" to any text message you receive from us.

In addition to the opt-out methods listed above, you can also contact us directly at info@EZCoach.ai. Please note that even if you opt out of receiving marketing communications, we may still send you transactional or administrative communications related to your account or the services you have requested.

8. Children's Privacy

Our services are intended for use by individuals aged 16 and older. We do not knowingly collect personal information from children under the age of 16. If we become aware that we have inadvertently received personal information from a user under the age of 16, we will delete such information from our records.

STEPS TO ENSURE COMPLIANCE

Age Verification: During the registration process, we require users to confirm their age to ensure they are 16 or older.

Parental Involvement: If you believe that we have collected personal information from a child under 16, please contact us immediately at info@EZCoach.ai. We will take steps to delete the information as soon as possible.

Reporting Mechanism: We encourage parents and guardians to monitor their children's online activities. If a child under 16 has provided us with personal information without parental consent, we ask that a parent or guardian contact us at info@EZCoach.ai to have the information removed and terminate the child's account.

If you have any questions or concerns about our children's privacy policy or if you need to report an issue, please contact us at info@EZCoach.ai.

Contact EZ Coach

If you have questions or comments about this Privacy Statement, please contact us at info@EZCoach.ai.

U.S. SUPPLEMENTAL PRIVACY NOTICES

CALIFORNIA 'DO NOT TRACK' DISCLOSURES

California law (CalOPPA) requires EZ Coach to let you know how we respond to web browser 'Do Not Track (DNT) signals'. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not honor Do Not Track requests at this time.

STATE PRIVACY LAW TRANSPARENCY

In addition to the Privacy Policy detailed above, this notice describes our data practices under various state data privacy laws, including the California Privacy Rights Act and similar legislation, such as laws in Colorado, Connecticut, Utah, and Virginia.

“PERSONAL INFORMATION” UNDER THESE STATE LAWS DOES NOT INCLUDE INFORMATION THAT IS:

- Publicly available from government records,
- De-identified or aggregated consumer information,
- Certain personal or financial information covered under certain sector-specific privacy laws

USE OR DISCLOSURE OF PERSONAL INFORMATION

In the past 12 months, we have used or disclosed the personal information we collect for our operational purposes and for one or more of the following business purposes:

- To provide products and services to consumers
- To respond to consumer requests
- To improve and personalize consumer access to and experience on our website, for example, by telling consumers about new features, products, or services that may be of interest to them
- To develop records, including records of consumers’ personal information
- To contact consumers with information that might be of interest to them, including, to the extent permitted by law, information about clinical trials and educational and marketing communications about products and services of ours and of others
- For analytical purposes and to research, develop, and improve programs, products, services and content
- For activities to monitor and maintain the quality or safety of our products and services

For activities described to consumers when collecting their personal information or as otherwise permitted under applicable state privacy laws

For U.S. healthcare providers, to link name, National Provider Identifier (NPI), state license number, and/or IP address to web pages they visit, for compliance, marketing, and sales activities

To conduct audits and perform troubleshooting activities of our websites, products, and services

To detect and protect against security incidents and deceptive, malicious, or fraudulent activity

To ensure our website, products, apps, and services function as intended, including debugging and repairing

To comply with a law or regulation, court order or other legal process

DE-IDENTIFICATION OF PERSONAL INFORMATION

We may de-identify personal information, meaning that you would no longer be identified as a single unique individual. Once we have de-identified information, it is no longer personal information, and we may treat it like other non-personal information. We may sell or disclose deidentified information consistent with our responsibilities under relevant privacy rules and regulations. Entities to whom we disclose de-identified information are prohibited from re-identifying or attempting to re-identify it.

SHARING OF PERSONAL INFORMATION

We do not sell or disclose your personal information to data brokers or release it to unrelated third parties for their own direct marketing purposes.

This does not include disclosures that are not a “sale” under applicable state privacy laws, including when:

Consumers instruct us to disclose their personal information,

A consumer instructs us to interact with a third party that does not sell that information,

We use or share consumers' personal information pursuant to a written contract with a service provider that is necessary to perform a business purpose, where our contract prevents the provider from using, keeping, or disclosing consumers' personal information for any purpose other than the reason supplied in the contract, or

Consumers' personal information is transferred as part of a transaction in which the third party assumes control of all or part of our business.

RIGHTS UNDER STATE PRIVACY LAWS

While these rights vary depending on where you are, you may have some or all of the following rights:

Know: you may have a right to know of or confirm the existence of your personal data, any processing we do with it, and review our practices of data collection and processing, such as knowing what categories of personal data we process, our purposes of processing, and categories of party to whom we disclose.

Access and portability: you may have a right to access your personal data, accessing specific pieces of information, and knowing to which third parties your data was disclosed. You may have a right to obtain a copy of your data, including in a machine-readable format.

Correction: you may have a right to correct or amend your data if it is incomplete, inaccurate, or outdated.

Deletion or elimination: you may have a right to request your personal data be deleted or eliminated. Subject to applicable law, we may de-identify this data in certain circumstances.

Restriction: you may have a right to restrict processing of your data in some circumstances, such as if processing is excessive or unlawful, the accuracy of the data is contested, the controller no longer needs the data for its primary processing purposes but is needed for legal or compliance purposes, or if (in California) the data is sensitive personal data like health information and it is being used for purposes beyond those reasonably necessary to perform services or provide goods requested.

Objection and opt-out: you may have a right to object to or opt-out of processing of your data in certain circumstances, including in cases where that data is used for direct marketing (including email or telephonic marketing), shared with third parties for their own marketing or for retargeted/cross-contextual marketing, sold to third parties, used to make certain decisions or profiles about you by automated or artificial means, used for

historical or scientific research, or used to place automated/prerecorded voice telephonic messages to you in some cases.

Consent: you may have a right to consent, and to withhold or withdraw that consent, for some practices, including processing of sensitive personal data or data on children, or where we use consent as our lawful basis for processing or transfer. If you withdraw consent, we will not further collect or process the personal data covered by that consent unless allowed or required by applicable law.

Non-discrimination: you will not be discriminated against for your exercise of your rights. This does not necessarily include, depending on applicable law in your jurisdiction, cases where a difference in price or services offered is reasonably related to the value provided by your data, or where you consent to participate in a voluntary loyalty or similar incentive program.

Appeal internally: you may have a right to appeal a decision we make about the exercise of your rights within Medtronic. To submit an appeal to a decision we made about the exercise of your rights, you may use the options noted below or send an email to rs.globaldataprivacyoffice@medtronic.com. Please enclose a copy of or otherwise specifically reference our decision on your data subject request, so that we may adequately address your appeal. We will respond to your appeal in accordance with applicable law.

Complain externally: you may have a right to complain to a regulator, including a Data Protection or Supervisory Authority, a trade standards authority, or a public advocate (such as a state attorney general), if you are not satisfied with our response to your request, such as not having responded to you within a reasonable time or you disagree with our determination, or have concerns about our data practices. If you ask us, we will try to provide you with information about complaint pathways that may be open to you depending on your location and circumstances.

SUBMITTING A REQUEST OR INQUIRY

For U.S. data subject rights requests contact us via email at info@EZCoach.ai.

Your request will be confirmed within ten days of receipt and we will respond within 45 days, unless shorter periods are required by law. If we need more than 45 days, we will notify you that your request is being delayed.

We can only respond to your request if it is verifiable. This means we are obligated to take reasonable steps to verify your identity or your authorized agent's authority and your right to access the information you request. In the process of verifying your request, we may contact you to ask for additional information that will help us do so, including government-issued IDs containing your name and address, utility bills containing that same information, and/or unique identifiers like usernames. We will only use that additional information in the verification process, and not for any other purpose. Once we have received and verified the requested information from you, we will contact you with our response to your request, including any data, if applicable. If we do not hear from you or are unable to verify your identity for the request, we will contact you to inform you that we cannot process your request because we cannot verify your identity.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.