

Privacy Policy

Effective Date: October 31, 2026

Earned Leadership, operated by Jesse Bihn ("we," "us," or "our"), respects your privacy and is committed to protecting the personal information you share through our website, www.earnedleader.com.

This Privacy Policy explains what information we collect, how we use it, how it may be shared, and the choices you have regarding your personal information when visiting or interacting with our website. By using this website, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

We may collect personal information that you voluntarily provide when interacting with our website, including when you:

- Subscribe to our email newsletter or mailing list.
- Request or download a free resource, reflection guide, or other materials.
- Submit a contact form or send an inquiry.
- Express interest in speaking engagements, coaching, consulting, workshops, or other services.
- Communicate with us through the website.

The information collected may include your name, email address, organization, job title, and any other information you choose to provide.

We may also automatically collect certain technical information when you visit our website, including:

- IP address.
- Browser type and version.
- Device and operating system information.
- Pages visited and time spent on the website.
- Referring website or source.
- General website usage and interaction data.

This information may be collected through cookies, analytics tools, and similar technologies.

2. How We Use Your Information

Information collected through this website may be used to:

- Respond to questions, comments, and inquiries.
- Send newsletters, leadership insights, and brand updates.
- Deliver requested resources, downloads, and materials.
- Share information about Earned Leadership, including books, speaking engagements, workshops, coaching, consulting, and other offerings.
- Communicate information about upcoming events, programs, and services.
- Improve website functionality, content, and visitor experience.
- Understand general website traffic and engagement.
- Maintain website security and prevent misuse.
- Comply with applicable legal obligations.

We will not use your personal information for purposes unrelated to those described in this policy without providing appropriate notice or obtaining consent when required.

3. Email Communications and Mailing List

Earned Leadership uses Mailchimp, an email marketing platform, to manage our mailing list and distribute email communications. When you subscribe to our mailing list, request a free resource, or otherwise provide permission to receive email communications, your name and email address may be collected and stored through Mailchimp.

By subscribing, you may receive communications related to:

- Leadership insights, reflections, and educational content.
- Free resources, guides, and downloadable materials.
- Earned Leadership book releases and announcements.
- Speaking engagements, workshops, and events.
- Coaching, consulting, and other professional services.
- Occasional news and updates about the Earned Leadership brand.

You may unsubscribe from marketing communications at any time by clicking the unsubscribe link included in our emails. Unsubscribing from marketing communications will not prevent us from sending necessary administrative or transactional communications, such as responding to a direct inquiry or delivering a requested resource.

For more information about how Mailchimp handles personal information, please review [Mailchimp's Global Privacy Statement](#).

4. Cookies and Website Analytics

Our website is hosted through Wix and may use cookies and similar technologies to improve website functionality, understand visitor behavior, and evaluate website performance. These technologies may collect information such as pages visited, time spent on the website, browser type, device information, and general traffic patterns.

We may use third-party analytics or website service providers to help us understand how visitors interact with our website. You can adjust your browser settings to limit or disable cookies. Please note that some website features may not function as intended if cookies are disabled. Where required by applicable law, we will provide appropriate notice and obtain consent before using non-essential cookies or tracking technologies.

5. Third-Party Services and Links

Our website may use third-party services to support website operations, communication, marketing, and delivery of resources. These services may include:

- **Wix:** Website hosting, website functionality, and visitor interactions.
- **Mailchimp:** Email marketing, mailing list management, subscriber communications, and delivery of email updates.
- **Website analytics providers:** Understanding website traffic, visitor behavior, and website performance.
- **Social media platforms:** Connecting visitors with Earned Leadership content and updates.
- **Payment processing or booking services:** If introduced in the future for purchases, coaching, consulting, or event registration.

These third-party providers may collect or process personal information as necessary to provide their services. Each provider maintains its own privacy policies and practices. We encourage visitors to review those policies before sharing personal information. We do not control the privacy practices of third-party services or external websites linked from our website.

6. How We Share Information

We do not sell your personal information. We may share personal information with trusted third-party service providers when necessary to:

- Operate and maintain our website.
- Manage email communications and mailing lists.
- Deliver requested resources and materials.
- Provide services or process transactions.
- Analyze website performance and visitor engagement.

These providers are permitted to use information as necessary to perform services on our behalf, subject to applicable agreements and legal requirements. We may also disclose personal information when required by law, to protect our legal rights, to respond to lawful requests, or to address security concerns.

7. Data Security and Retention

We take reasonable administrative and technical measures to protect the personal information collected through our website. However, no method of transmitting or storing information electronically is completely secure. We cannot guarantee absolute security.

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this policy, maintain business records, comply with legal obligations, and resolve disputes. When information is no longer needed, we will take reasonable steps to delete or securely dispose of it, subject to applicable legal and business requirements.

8. Your Privacy Rights and Choices

Depending on your location and applicable privacy laws, you may have certain rights regarding your personal information, including the right to:

- Request access to personal information we maintain about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of personal information, subject to applicable exceptions.

- Withdraw consent where processing is based on consent.
- Opt out of marketing communications.
- Request information about how your personal information is collected, used, or shared.
- Exercise other privacy rights available under applicable state or federal laws.

To exercise an applicable privacy right, please contact us using the information provided below. We will review and respond to requests in accordance with applicable privacy laws.

9. Children's Privacy

This website is intended for a general audience and is not directed toward children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that personal information has been collected from a child without appropriate parental consent, we will take reasonable steps to delete that information.

10. Links to Other Websites

Our website may contain links to external websites, social media platforms, or other online resources. These websites operate independently and may have their own privacy policies and terms of use. We are not responsible for the content, security, or privacy practices of external websites. We encourage visitors to review the privacy policies of any third-party websites they visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our website, business practices, services, or applicable laws. Any updates will be posted on this page with a revised effective date. We encourage visitors to review this page periodically to remain informed about how we protect personal information.

12. Contact Information

If you have questions about this Privacy Policy, how your personal information is handled, or wish to exercise an applicable privacy right, please contact us:

Earned Leadership

Attn: Jesse Bihn

Website: <https://www.earnedleader.com>

Email: info@earnedleader.com