Natalie Gatlin Coaching LLC and nataliegatlin.com Privacy Policy

Last Updated: November 25, 2026

Introductory Notice

This Privacy Policy sets forth the data collection, protection, and privacy practices of **Natalie Gatlin Coaching LLC** ("Company", "We", "I", "Our", or "Us"). This policy applies to your interaction with our primary website, nataliegatlin.com, including all subdomains (such as home.nataliegatlin.com/one-to-one, booking portals, and member portals), our newsletter A Gentle Pause, our downloadable resources (*The Scan Day Plan*, *Safety Scripts*, *What to Say at the Holiday Table*, *The Loss-Week Plan*), our private online community *Still Carrying* hosted on MemberUp (memberup.com/still-carrying-afterloss), our private 1:1 coaching packages (One Session including gifted sessions, In Your Corner: Three Sessions, In Your Corner 12-week video, In the Room 12-week in-person), our informal Bring the Coffee chats, and our client Testimonial Form.

If you have any questions regarding this Privacy Policy or your Personal Information, please contact Natalie Gatlin directly at help@nataliegatlin.com.

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1. Definitions

- **"Company", "We", "I", "Our", or "Us":** Refers strictly to Natalie Gatlin Coaching LLC and nataliegatlin.com.
- **"Content":** Refers to all written, visual, video, or audio information contained on the Site, emails/newsletters (including *A Gentle Pause*), free resources (*The Scan Day Plan*, *Safety Scripts*, *What to Say at the Holiday Table*, *The Loss-Week Plan*), workbooks, guides, toolkits, proprietary frameworks (including the A.S.K. Method and W.H.O.L.D. Method), and all other materials produced by the Company.
- **"Personal Information":** Information that identifies or can be used to identify, contact, or locate you individually. This includes your name, mailing/physical address, email address, phone number, billing/payment details, device IP address, site browsing behavior, and sensitive or optional context shared voluntarily (such as pregnancy-

after-loss history, due dates, upcoming scan dates, loss timelines, or testimonial responses).

- **"Site, Courses, Services, and/or Products":** Refers collectively to nataliegatlin.com; free 15-minute consultations; the *Still Carrying* private online membership hosted on MemberUp (memberup.com/still-carrying-afterloss), including the weekly *Pre-Scan Circle* and *Our First Gathering*; *One Session* (60-minute video, including gifted sessions); *In Your Corner: Three Sessions*; *In Your Corner* (12-week video); *In the Room* (12-week in-person); *Bring the Coffee* chats; newsletters; and downloadable guides.
- **"Site":** Refers to nataliegatlin.com and all associated web pages, landing pages, forms, subdomains, and client portals.
- **"You" or "Your":** The user, customer, client, gift purchaser, community member, or viewer of the Site.

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2. Company Statement & Privacy Commitment

Natalie Gatlin Coaching LLC is founded and operated by Natalie Gatlin. We understand that the individuals seeking our support are navigating sensitive, deeply personal experiences surrounding pregnancy after loss, grief, and emotional recovery. We are unequivocally committed to protecting your Personal Information and handling every detail of your story with the highest degree of discretion, compassion, and respect.

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3. What Kind of Personal Information Do We Collect?

Personal Information You Provide Voluntarily

We collect information that you explicitly submit to us through forms, booking systems, checkouts, or email communications. This includes:

- **Contact Details:** First and last name, email address, phone number, and physical mailing/billing address (including location distance for *In the Room* in-person sessions).

- **Payment Data:** Billing details and credit card information processed securely through third-party payment gateways.
- **Optional Intake & Coaching Context:** Voluntary disclosures regarding your pregnancy stage, loss history, upcoming scan dates, due dates, or emotional check-ins submitted via intake forms or session preparation.
- **Gift Purchaser Details:** Name and contact details of individuals purchasing gift sessions. *Note: Natalie Gatlin Coaching LLC never initiates unsolicited contact with a gift recipient without explicit instruction and consent.*
- **Testimonial Form Submissions:** Written feedback, reflections, and your selected display preference (full name, first name and last initial, or completely anonymous).

Personal Information Automatically Collected

When you access the Site, standard technical and diagnostic data is automatically collected by website analytics tools and hosting infrastructure (such as Google Analytics and GoDaddy hosting logs). This data includes your IP address, general geographic location, browser type, operating system, referring URLs, and page viewing history to help us analyze site traffic and improve visitor experience.

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4. Updating or Correcting Your Personal Information

You have full control over the Personal Information you provide to us. You may review, update, edit, or request the deletion of your Personal Information at any time by contacting Natalie Gatlin at help@nataliegatlin.com. We will respond to and process your request in a timely manner.

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5. When Do We Collect Personal Information?

We collect Personal Information at various touchpoints when you interact with our Site and services:

- Browsing the Site or associated subdomains.

- Downloading free resources (*The Scan Day Plan*, *Safety Scripts*, *What to Say at the Holiday Table*, *The Loss-Week Plan*).
- Subscribing to our newsletter, *A Gentle Pause*.
- Booking a free 15-minute consultation or a *Bring the Coffee* chat.
- Purchasing or enrolling in *Still Carrying* or any 1:1 coaching package (*One Session*, *In Your Corner*, *In the Room*).
- Submitting responses via our Testimonial Form.
- Communicating directly with us via email, site contact forms, or direct messages.

Anonymous browsing is permitted; you are not required to submit Personal Information merely to view public pages on the Site.

Geographic Marketing & Opt-In Rules

- **Visitors Outside the EU:** By requesting free resources, guides, or enrolling in services, you will be added to our email list to receive *A Gentle Pause* and relevant practice updates. Every email includes a simple, one-click unsubscribe link at the bottom, or you may email help@nataliegatlin.com to be removed.
- **Visitors Inside the EU/UK:** You will only be added to our marketing email communications if you provide affirmative, explicit opt-in consent. You may withdraw consent or unsubscribe at any time via the link in our emails or by contacting us directly.

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6. How Do We Use Your Personal Information?

We utilize your Personal Information strictly to provide a safe, high-touch, and supportive experience. Specific uses include:

Purpose	Description
Service Delivery	Delivering requested downloadable resources, granting community access, and providing coaching services.

Purpose	Description
Client Care & Scheduling	Managing appointments and sending scan-eve or post-scan check-in messages for 1:1 coaching clients.
Transaction Processing	Processing single payments, recurring membership dues, payment plans, and refunds securely.
Communication	Sending our newsletter *A Gentle Pause*, practice updates, and responding to direct inquiries.
Testimonial Publishing	Displaying client reviews **only** when explicit written permission is provided via the Testimonial Form, strictly adhering to the client's chosen name preference.

Lock-Screen & Discreet Communication Standard

We recognize that notifications on mobile devices can compromise your privacy in daily life. Natalie Gatlin Coaching LLC adheres to a strict discreet communication protocol:

- **Neutral Email Subject Lines:** All automated and manual emails utilize plain, neutral subject lines to prevent sensitive references to pregnancy, scan dates, or loss history from appearing on your lock screen.
- **Community Pseudonyms:** Members of the *Still Carrying* community on MemberUp are fully supported and encouraged to use any pseudonym, alias, or display name they feel comfortable with.

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7. Do We Share Your Personal Information With Anyone?

We DO NOT sell, rent, trade, or lease your Personal Information to third parties for marketing or advertising purposes.

Trusted Operational Service Providers

We share necessary data with trusted third-party service providers who assist us in operating our business and serving you. These providers access data solely to perform specific tasks on our behalf and are bound by strict confidentiality agreements:

- **Business Operations & Email Marketing:** Mastermind.com Business Hub (funnels, workflows, email delivery).
- **Website Hosting:** GoDaddy (hosting infrastructure and site diagnostics).
- **Community Platform:** MemberUp (*Still Carrying* private community hosting at memberup.com/still-carrying-afterloss).
- **Scheduling & Video:** Calendar booking tools (link.nataliegatlin.com) and secure video conferencing services.
- **Payment Gateways:** PCI-compliant payment processors.

Legal & Safety Compliance

We may disclose Personal Information if required to do so by law, court order, or governmental regulation, or if we believe in good faith that disclosure is necessary to protect the rights, property, or personal safety of our clients, the public, or the Company. This includes emergency crisis response protocol if an individual explicitly discloses imminent risk of self-harm or harm to others.

Behavioral Tracking Disclosure

We do not sell personal data for ad targeting. Standard website analytics and social media tracking pixels (e.g., Meta/Instagram, LinkedIn) may be active on our platforms strictly to measure site performance and content relevance.

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8. How Do We Protect Your Personal Information?

We maintain robust administrative, technical, and physical safeguards to protect your data:

- **SSL Encryption:** All data transmitted to and from the Site is encrypted using Secure Sockets Layer (HTTPS) technology.
- **Access Control:** Access to private client records and intake details is strictly restricted to Natalie Gatlin and authorized contractors bound by non-disclosure and confidentiality obligations.

- **PCI Compliance:** Financial transactions are processed via secure, PCI-compliant payment gateways. Credit card numbers are never stored on our servers or transmitted via unencrypted email.

Non-HIPAA Notice

Natalie Gatlin Coaching LLC is a non-clinical grief and support coaching practice. Natalie Gatlin is a coach, not a licensed healthcare provider, therapist, or medical entity. Consequently, Natalie Gatlin Coaching LLC is NOT a "covered entity" under the Health Insurance Portability and Accountability Act (HIPAA), and client records are not governed by HIPAA medical privacy rules. However, all personal data and session information are protected under the strict standards of this Privacy Policy.

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9. Cookies and Social Media Pixels

Cookies

Our Site uses standard cookies to enable website functionality, analyze traffic patterns, remember user preferences, and facilitate smooth checkout and intake form processes. You can choose to disable cookies through your individual browser settings; however, doing so may impact certain functional features of the Site.

Social Media Pixels & Integrations

We may utilize social media pixels or tags (such as Meta/Instagram, LinkedIn, or Threads) to measure the effectiveness of our social content and outreach. These platforms collect data in accordance with their respective privacy policies. You can manage your ad preferences directly within your social media accounts or via your browser's privacy settings.

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10. Third-Party Links

Our Site, emails, and resources may contain links to external websites, platforms, or services (including MemberUp, scheduling tools, payment gateways, or external reference articles). We do not control and are not responsible for the privacy practices or content of these

external sites. We encourage you to review the privacy policies of any third-party platform you visit.

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11. Membership & Account Password Privacy

For accounts created within the *Still Carrying* community on MemberUp (memberup.com/still-carrying-afterloss) or client booking portals, you are responsible for maintaining the security and confidentiality of your login credentials and passwords. You agree to notify us immediately at help@nataliegatlin.com if you suspect any unauthorized access to your account.

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12. Google Analytics

We use Google Analytics to collect aggregate, anonymous information about Site usage, visitor demographics, and traffic channels. This helps us optimize site navigation and content delivery.

You may opt out of Google Analytics tracking by:

- Installing the Google Analytics Opt-out Browser Add-on.
- Adjusting your settings via Google Ad Settings.
- Utilizing opt-out tools provided by the Network Advertising Initiative.

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13. California Online Privacy Protection Act ("CalOPPA") Compliance

In compliance with CalOPPA:

- Users may visit and browse our Site anonymously without submitting personal data.
- A conspicuous link titled "Privacy Policy" is permanently located in the footer of nataliegatlin.com.

- Any revisions to this policy will be clearly indicated by updating the "Last Updated" date at the top and bottom of this page.

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14. Children's Online Privacy Protection Act ("COPPA") Compliance

Our Site, coaching programs, downloads, and the Still Carrying community are intended strictly and exclusively for adults aged 18 and older. We do not market to or knowingly collect Personal Information from children under the age of 13 (or anyone under 18). If a parent or legal guardian discovers that a child under 13 has submitted Personal Information to us, please contact us immediately at help@nataliegatlin.com, and we will delete the information from our systems promptly.

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15. Fair Information Practices & Data Breach Notification

In the event of a known or suspected security data breach involving your Personal Information, Natalie Gatlin Coaching LLC will notify affected users via email within seven (7) business days of discovering the breach, in accordance with applicable state statutes, including Texas data breach notification laws.

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16. CAN-SPAM Act of 2003 Compliance

To ensure full compliance with federal anti-spam laws:

- We **WILL NOT** use false, misleading, or deceptive email header information or subject lines (utilizing discreet, truthful subject lines).
- We **WILL** identify marketing or promotional messages clearly and accurately.
- We **WILL** include our physical business location address in email communications: **Bastrop, TX 78602**.

- We **WILL** monitor our third-party email marketing system (Mastermind.com Business Hub) for strict compliance.
- We **WILL** honor all opt-out and unsubscribe requests promptly. Every email contains an automated unsubscribe link, or you may request removal by emailing help@nataliegatlin.com.

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17. General Data Protection Regulation ("GDPR") Rights (For EU/UK Visitors)

If you are a resident of the European Union or the United Kingdom, you possess specific data protection rights under the GDPR:

Data Retention Period

We retain your Personal Information only for as long as necessary to fulfill the purposes outlined in this policy, or until the earlier of:

1. Your explicit request to erase or delete your data.
2. The Company determining that the data is no longer required for active coaching, legitimate business, tax, legal, or accounting purposes.

Your GDPR Rights Include:

- **Right to Access:** Request copies of your Personal Information held by us.
- **Right to Rectification:** Request that we correct inaccurate or incomplete information.
- **Right to Erasure ("Right to be Forgotten"):** Request that we delete your Personal Information under certain conditions.
- **Right to Restrict or Object to Processing:** Request that we limit or cease processing your data.
- **Right to Data Portability:** Request transfer of your data to another organization or directly to you.
- **Right to Withdraw Consent:** Withdraw previously granted consent for data processing at any time.
- **Right to Lodge a Complaint:** Lodge a complaint with a recognized data protection supervisory authority.

To exercise any of these rights, please contact Natalie Gatlin at help@nataliegatlin.com.

18. Contacting Us

If you have questions, concerns, or requests regarding this Privacy Policy, your Personal Information, or our privacy practices, please contact us at:

Company: Natalie Gatlin Coaching LLC
Founder & Coach: Natalie Gatlin
Website: nataliegatlin.com
Email: help@nataliegatlin.com
Phone: (505) 652-2337
Business Location: Bastrop, TX 78602

This Privacy Policy was last updated on November 25, 2026.