

BreakFree Mindset

Privacy Policy

Effective Date: May 7, 2026

1. Introduction

Welcome to BreakFree Mindset ("we," "our," or "us"). 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 breakfree-mindset.com and use our accountability partner services, including communications via WhatsApp.

Please read this policy carefully. If you disagree with its terms, please discontinue use of our services.

2. Information We Collect

2.1 Information You Provide Directly

- Full name and email address when signing up
- WhatsApp phone number for messaging services
- Personal goals, intentions, and check-in responses you share with us
- Payment information (processed securely through third-party providers)
- Any other information you voluntarily provide

2.2 Information Collected Automatically

- IP address and browser type
- Pages visited and time spent on our website
- Device information and operating system
- Cookies and similar tracking technologies

2.3 Information from Third Parties

- WhatsApp messaging data processed via Twilio
 - Analytics data from website tracking tools
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3. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, operate, and improve our accountability partner services
 - To send you scheduled nudges, check-ins, and motivational messages via WhatsApp
 - To personalize your experience and tailor messages to your stated goals
 - To communicate with you about your account and our services
 - To respond to your inquiries and provide customer support
 - To analyze usage patterns and improve our platform
 - To comply with legal obligations
 - To send marketing communications (with your consent)
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4. WhatsApp Messaging

Our service communicates with you via WhatsApp. By providing your WhatsApp number and enrolling in our service, you consent to receiving automated messages including:

- Daily or weekly accountability check-ins
- Motivational nudges and reminders
- Responses to your messages powered by automated systems
- Service updates and announcements

Message frequency varies based on your chosen plan. Message and data rates may apply. You may opt out at any time by replying STOP or contacting us at hello@breakfree-mindset.com.

5. Sharing Your Information

We do not sell your personal information. We may share your information with:

5.1 Service Providers

- Twilio — for WhatsApp message delivery
- Airtable — for database and data storage
- OpenAI — for generating personalized message responses
- Payment processors — for handling transactions
- Email service providers — for communication

5.2 Legal Requirements

We may disclose your information if required by law, court order, or governmental authority.

5.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

6. Data Retention

We retain your personal information for as long as your account is active or as needed to provide our services. You may request deletion of your data at any time by contacting us at hello@breakfree-mindset.com. We will respond to deletion requests within 30 days.

7. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- Right to access — request a copy of your personal data
- Right to rectification — request correction of inaccurate data
- Right to erasure — request deletion of your personal data
- Right to restrict processing — request limitation of how we use your data
- Right to data portability — receive your data in a portable format
- Right to object — object to certain types of processing

To exercise any of these rights, please contact us at hello@breakfree-mindset.com.

8. Cookies

We use cookies and similar tracking technologies to enhance your experience on our website. You can control cookie settings through your browser. Disabling cookies may affect the functionality of certain features on our site.

9. Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

10. Children's Privacy

Our services are not intended for individuals under the age of 16. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us immediately.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy on our website and updating the effective date. Your continued use of our services after changes constitutes acceptance of the updated policy.

12. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us:

BreakFree Mindset

Email: hello@breakfree-mindset.com

Website: breakfree-mindset.com