

Privacy Policy - Michelle Crutcher Coaching

Effective Date: 1 April 2026 | **Last Updated:** 1 April 2026

About this Privacy Policy

This Privacy Policy applies to **Michelle Crutcher Coaching** (ABN 46 650 127 081), including the website www.michellecrutcher.com, the *Women Who Lead Magazine* (michellecrutcher.com/magazine), the *Transition Out™ Mastermind* programme portal, and all associated services, email communications, and platforms operated by Michelle Crutcher.

This policy explains what personal information we collect, why we collect it, how we use and protect it, and your rights in relation to your personal information. We are committed to protecting your privacy in accordance with the *Privacy Act 1988* (Cth) and the 13 Australian Privacy Principles (APPs).

By using our website, enrolling in our programmes, subscribing to our email list, or submitting content to *Women Who Lead Magazine*, you consent to the collection and use of your personal information as described in this policy.

1. Who We Are

Michelle Crutcher Coaching is a business coaching and education service operated by Michelle Crutcher (ABN 46 650 127 081), based in New South Wales, Australia. Our services include:

- **The Transition Out™ Mastermind** — a 12-month private coaching programme.
- **Women Who Lead Magazine** — a digital publication for women in business and leadership.
- **Transition Out™ Podcast** — audio content and community.
- Coaching, consulting, and online education services.
- Email newsletters and marketing communications.

For all privacy enquiries, please contact:

Email: support@michellecrutcher.com

Website: www.michellecrutcher.com

2. What Personal Information We Collect

2.1 Information you provide directly

We collect personal information that you voluntarily provide to us, including:

- Full name and preferred name.
- Email address and contact details.
- Location and timezone.
- LinkedIn profile URL.
- Current or most recent corporate role, industry, and career background (via the Client Intake Form).
- Business direction, goals, challenges, and aspirations.
- Photos submitted for *Women Who Lead Magazine* features.
- Written content submitted for magazine features (biography, business overview, story responses).
- Payment information processed through Stripe (note: we do not store full card details).
- Communications sent via email or contact forms.

2.2 Information collected automatically

When you visit our website, we may collect certain technical information automatically, including:

- IP address and approximate geographic location.
- Browser type and version.
- Pages visited, time spent on pages, and referral source.
- Device type and operating system.

3. How We Collect Personal Information

We collect personal information through the following channels:

- **Website (www.michellecrutcher.com):** Contact forms, opt-in forms, and magazine submission pages.
- **ClickFunnels:** Programme enrolment, the *Transition Out*™ programme portal, and the Client Intake Form.
- **Flodesk:** Email marketing subscriptions and newsletter delivery.
- **Calendly:** Coaching call and consultation scheduling.
- **Stripe:** Secure payment processing.
- **Zoom:** Live group sessions and 1:1 coaching calls.
- **Social Media:** LinkedIn, Instagram, and Facebook engagement.
- **Direct Communication:** Emails sent to support@michellecrutcher.com or hannah@michellecrutcher.com.

4. Why We Collect Your Information & How We Use It

We collect and use personal information only for legitimate purposes directly related to our services. We will not use your personal information for any purpose that you would not reasonably expect.

5. Email Marketing

We use Flodesk and ClickFunnels for marketing communications. We only send marketing emails if you have opted in. Every marketing email includes an unsubscribe link. Programme clients will continue to receive operational emails (session reminders, portal updates) necessary for service delivery regardless of marketing preferences.

6. Third-Party Platforms & Data Processors

We use trusted third-party platforms to deliver our services. These platforms may store data outside of Australia (e.g., in the USA).

7. Women Who Lead Magazine

When you submit a feature application, you provide personal information for publication. Your feature will only be published with your explicit written consent. Once published, your feature (including name, photo, and story) is publicly accessible. Removal requests can be sent to hannah@michellecrutcher.com.

8. Social Media

Interaction with our social media content is governed by the privacy policies of the respective platforms (LinkedIn, Instagram, Facebook). We may use publicly shared testimonials or achievements you have tagged us in for marketing, subject to your request for removal.

9. How We Store & Protect Your Information

We implement reasonable technical and organisational measures to protect your data, including password-protected systems and secure payment processing.

Retention: We retain personal information as long as necessary for service delivery and legal compliance. Programme client data is retained for a minimum of 7 years in accordance with Australian tax and business record-keeping requirements.

10. When We May Disclose Your Information

We do not sell, rent, or trade your personal information. Disclosure is limited to:

- Third-party service providers listed in Section 6.
 - Internal staff/contractors (e.g., our Programme Coordinator) for administration.
 - Compliance with legal or regulatory requirements.
 - In the event of a business sale or merger.
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11. Your Privacy Rights

Under the *Privacy Act 1988* (Cth), you have the right to:

- **Access:** Request a copy of the personal information we hold.
- **Correction:** Request updates to inaccurate or incomplete information.
- **Deletion:** Request deletion of data (subject to legal retention requirements).
- **Opt-out:** Unsubscribe from marketing at any time.
- **Complaints:** Lodge a complaint regarding our privacy practices.

To exercise these rights, contact **support@michellecrutcher.com**. We respond to all requests within 30 days.

12. Cookies & Website Analytics

We use cookies to improve website functionality and understand visitor behaviour via anonymised analytics. You can control cookies through your browser settings, though disabling them may affect website performance.

13. Children's Privacy

Our services are directed at adults (18+). We do not knowingly collect information from minors. If we discover we have inadvertently collected information from a minor, it will be deleted promptly.

14. Changes to This Privacy Policy

We may update this policy to reflect changes in our services or legal obligations. Material changes will be noted by updating the "Last Updated" date and, where appropriate, notifying active clients via email.

15. Contact Us

For questions, concerns, or complaints regarding this Privacy Policy:

Michelle Crutcher Coaching

ABN: 46 650 127 081

Email: support@michellecrutcher.com

Address: New South Wales, Australia

If you are unsatisfied with our response, you may contact the **Office of the Australian Information Commissioner (OAIC)** at www.oaic.gov.au.

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