Privacy Policy

The Flamekeeper Institute, LLC

Effective Date: October 2026 · Last Updated: September 12, 2026

The Flamekeeper Institute, LLC ("The Flamekeeper Institute," "the Institute," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, when we share it, and the rights and choices available to you when you visit www.theflamekeeperinstitute.com (the "Site"), subscribe to our communications, complete our assessments, or engage our services, including executive coaching, leadership development, executive education, organizational consulting, assessments, speaking, events, and publishing (collectively, the "Services").

By using the Site or Services, you agree to the collection and use of information as described in this Privacy Policy. If you do not agree, please do not use the Site or Services.

1. Information We Collect

Information you provide directly:

- Contact and inquiry information — name, email address, phone number, organization or company, title or role, and the contents of any message you submit through our inquiry form, by email, or by phone.
- Newsletter subscription information — name and email address when you join The Inner Circle or other email communications.
- Scheduling information — name, email address, and appointment details when you schedule a conversation or session through our scheduling tools.
- Assessment and program information — responses you provide when completing assessments such as The Flame Archetype Discovery™, and information you share while participating in coaching, education, or development programs.
- Purchase information — billing name, billing address, and transaction details when you purchase Services, books, or other offerings. Payment card information is collected and processed by secure third-party payment processors; we do not store your full payment card details.
- Event and speaking information — registration details for events, workshops, or engagements.

Information collected automatically:

- Technical and usage data — IP address, browser type, device information, operating system, referring pages, pages viewed, time spent on pages, and similar analytics data collected through cookies and related technologies.

Information from third parties:

- Service providers — limited information from platforms we use to operate the Site and Services (for example, email delivery status from our email platform or booking confirmations from our scheduling provider).

2. How We Use Your Information

We use personal information to:

- Provide, administer, and personalize the Services, including coaching engagements, assessments, programs, events, and publishing offerings
- Respond to inquiries and route them to the appropriate next step
- Deliver The Inner Circle and other communications you request or opt into
- Process transactions and provide receipts and account communications
- Generate assessment results and related insights for you
- Operate, maintain, secure, and improve the Site and Services
- Understand how visitors use the Site so we can improve content and experience
- Comply with legal obligations, enforce our terms, and protect our rights, safety, and property

We do not sell your personal information, and we do not share it with third parties for their own marketing purposes.

3. Assessment Data

Responses and results from The Flame Archetype Discovery™ and other Institute assessments are used to generate your individual results, support any coaching or development engagement you undertake with us, and improve our assessment tools. Where assessment data is used to evaluate or improve our tools and frameworks, it is used in aggregated or de-identified form that does not identify you. Individual assessment results are not shared with your employer or any other party without your consent, unless disclosure is required by law.

4. Email Communications & Consent

If you subscribe to The Inner Circle or other email communications, we will send you the content you signed up to receive. Our email program uses a confirmed (double) opt-in process where available, and every marketing email we send includes an unsubscribe link. You may opt out at any time by using that link or by contacting us at ignitewithallisa@theflamekeeperinstitute.com. Transactional or service-related messages (such as receipts, scheduling confirmations, or client communications) may still be sent as needed to provide the Services.

5. Cookies & Tracking Technologies

We use cookies and similar technologies to operate the Site, remember preferences, and understand Site performance and usage through analytics. You can control cookies through your browser settings, and where required by law, through the cookie consent tool presented on the Site. Disabling cookies may affect some Site functionality.

6. When We Share Information

We share personal information only in the following circumstances:

- Service providers — with vendors that perform services on our behalf, such as website hosting, email marketing and delivery, scheduling, payment processing, analytics, customer relationship

management, and event management. These providers are permitted to use your information only to perform services for us.

- Professional advisors — with attorneys, accountants, and similar advisors where necessary.
- Legal requirements — when required by law, subpoena, or legal process, or to protect the rights, property, or safety of the Institute, our clients, or others.
- Business transfers — in connection with a merger, acquisition, reorganization, or sale of assets, in which case personal information may be transferred as part of that transaction, subject to this Privacy Policy.
- With your consent — in any other circumstance where you direct or authorize the sharing.

7. Coaching Confidentiality

Information shared within coaching and development engagements is treated as confidential in accordance with our engagement agreements and applicable professional coaching ethics standards, including those of the International Coaching Federation. Coaching conversations are not shared with employers, sponsors, or other parties without the client's consent, except where disclosure is required by law or necessary to prevent imminent harm.

8. Data Retention

We retain personal information only as long as necessary for the purposes described in this Privacy Policy, to provide the Services, to comply with legal, tax, and accounting obligations, and to resolve disputes and enforce agreements. When information is no longer needed, we delete it or de-identify it.

9. How We Protect Your Data

We use commercially reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security. If a breach affecting your personal information occurs, we will notify you and applicable regulators as required by law.

10. Your Privacy Rights

Depending on where you live, you may have some or all of the following rights regarding your personal information:

- The right to know what personal information we collect, use, and share
- The right to access a copy of your personal information
- The right to correct inaccurate personal information
- The right to request deletion of your personal information
- The right to opt out of marketing communications at any time
- The right not to receive discriminatory treatment for exercising your privacy rights

Residents of California and certain other U.S. states have these rights under applicable state privacy laws. We do not sell personal information or share it for cross-context behavioral advertising. If you are located in the

European Economic Area or United Kingdom, you may also have rights under the GDPR or UK GDPR, including the rights to restrict or object to processing and to lodge a complaint with a supervisory authority; our legal bases for processing are consent, performance of a contract, and our legitimate interests in operating and improving the Services.

To exercise any of these rights, contact us at ignitewithallisa@theflamekeeperinstitute.com. We will verify your request and respond within the timeframe required by applicable law.

11. Children's Privacy

The Site and Services are intended for adults and are not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided us personal information, contact us and we will delete it.

12. Third-Party Links & Services

The Site may link to third-party websites, platforms, and services, including scheduling, payment, social media, podcast, and book retail platforms. Those services operate under their own privacy policies, which we encourage you to review. We are not responsible for the privacy practices of third parties.

13. International Visitors

The Institute is based in the United States, and information we collect is processed and stored in the United States. If you access the Site from outside the United States, you understand that your information will be transferred to and processed in the United States, where data protection laws may differ from those in your jurisdiction.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a revised effective date, and material changes will be communicated as required by law. Your continued use of the Site or Services after an update constitutes acceptance of the revised policy.

15. Contact Us

If you have questions about this Privacy Policy or how we handle your information, or wish to exercise your privacy rights, contact us at:

The Flamekeeper Institute, LLC

P.O. Box 721203, Oklahoma City, Oklahoma 73172

Email: ignitewithallisa@theflamekeeperinstitute.com

Phone: 405-985-7980

Website: www.theflamekeeperinstitute.com

© 2026 The Flamekeeper Institute™. All Rights Reserved.