

COMPANY - PRIVACY POLICY

Coach Derrick A. Walker (the “Company”) is committed to maintaining robust privacy protections for its users. The Company’s Privacy Policy (“Privacy Policy”) is designed to help you understand how the Company collects, uses, and safeguards the information you provide to us and to assist you in making informed decisions when using the Company services and/or products.

For purposes of this Agreement, “Site” refers to the Company’s site, which can be accessed at www.coachwalk81.com.

“Services and/or Products” refers to the Company’s services and/or products accessed via the Site, in which users can receive access to Published Book(s), book Speaking Engagements, and book Skills Training Sessions.

The terms “Company” and “us” refer to Coach Derrick A. Walker.

“You” refers to you, as a user of Company’s Site or Company Services and/or Products.

By accessing Company Site or Company Services and/or Products, you accept the Company’s Privacy Policy and Terms of Service (found in the footer of the Site), and you consent to Company collection, storage, use, and disclosure your Company Personal Information as described in this Privacy Policy.

I. INFORMATION COMPANY COLLECT

Company collects “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information Company may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. Personal Information includes your email

and phone number (optional), which you submit to us through the registration process or contact page of the Site.

1. Information collected via Technology

To activate the Services and/or Products, you do not need to submit any Personal Information other than your email address. To use the Services and/or products thereafter, you may need to submit further Personal Information [which may include your full name, phone number, city/state, alternate e-mail, bank account information if paying for services and/or products directly via debit card]. However, in an effort to improve the quality of the Services and/or products, Company may track information provided to us by your browser or by Company software application when you view or use the Services and/or products, such as the site you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. Company tracks this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from Company servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables Company to collect Non-Personal information about that user and keep a record of the user’s preferences when utilizing Company services and/or products, both on an individual and aggregate basis. For example, the Company may use cookies to collect the following information:

- The type of services and/or products you are in search;
- How you refer to interact with organizations, etc.

The Company may use both persistent and session cookies. Persistent cookies remain on your computer after you close your session and until you delete them, while session

cookies expire when you close your browser.

2. Information you provide to Company by registering for an account

In addition to the information provided automatically by your browser when you visit the Site, to become a client and utilize Company Service and/or Products you will need to provide additional information. By providing the Company's requested information, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

3. Children's Privacy

The Site and the Services and/or products are not directed to anyone under the age of 13, unless being represented by an authorized legal guardian. The Site does not knowingly collect or solicit information from anyone under the age of 13 or allow anyone under the age of 13 to sign up for the Services and/or products. In the event that the Company learns that the Company has gathered personal information from anyone under the age of 13 without the consent of a parent or authorized legal guardian, Company will delete that information as soon as possible. If you believe the Company has collected such information, please reach out at contact@coachwalk81.com.

II. HOW COMPANY USE AND SHARE INFORMATION

Personal Information:

Except as otherwise stated in this Privacy Policy, Company does not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. Company does share Personal Information with vendors who are performing services and/or products for the Company, such as the servers for Company email communications who are provided access to user's email address for purposes of sending emails from Company. Those vendors use your Personal Information only at Company's direction and in accordance with Company's Privacy Policy. In general, the Personal

Information you provide to Company is used to help Company communicate with you. For example, Company uses Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

Company may share Personal Information with outside parties if Company has a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of Company users or the public as required or permitted by law.

Non-Personal Information

In general, the Company use Non-Personal Information to help us improve the Services and/or products and customize the user experience. Company also aggregates Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way Company use or disclosure of Non-Personal Information and Company reserve the right to use and disclose such Non-Personal Information to Company partners, advertisers and other third parties at Company's discretion.

In the event Company undergoes a business transaction such as a merger, acquisition by another company, or sale of all or a portion of Company's assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of Company assets may continue to process your Personal Information as set forth in this Privacy Policy. If Company's information practices change at any time in the future, Company will post the policy changes to the Site so that you may opt out of the new information practices.

Company suggest that you check the Site periodically if you are concerned about how your

information is used.

III. HOW COMPANY PROTECTS INFORMATION

Company implements security measures designed to protect your information from unauthorized access. Company protects your information from potential security breaches by implementing certain technological security measures including encryption, firewalls, and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered, or destroyed by breach of such firewalls and secure server software. By using Company's Services and/or products, you acknowledge that you understand and agree to assume these risks.

IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent Company from contacting you for marketing purposes. When Company sends a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. You can also indicate that you do not wish to receive marketing communications from Company by unsubscribing or replying via e-mail to be removed from the marketing list. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in via e-mail Company may continue to send you administrative emails including, for example, periodic updates to Company Privacy Policy.

V. LINKS TO OTHER COMPANYBSITES

As part of the Services and/or products, Company may provide links to or compatibility with other sites or applications. However, Company is not responsible for the privacy practices employed by those sites or the information or content they contain. This Privacy Policy

applies solely to information collected by Company through the Company's Site and the Company's Services and/or Products. Therefore, this Privacy Policy does not apply to your use of a third-party sites accessed by selecting a link on Company's Site or via Company Services and/or products. To the extent that you access or use the Services and/or products through or on another site or application, then the privacy policy of that other site or application will apply to your access or use of that site or application. Company's users to read the privacy statements of other sites before proceeding to use them.

VI. CHANGES TO COMPANY PRIVACY POLICY

The Company reserves the right to change this policy and Company's Terms of Service at any time. Company will notify you of significant changes to Company Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on Company's Site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

VII. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to contact@coachwalk81.com.

Last Updated: This Privacy Policy was last updated 10/1/2025.