

Privacy Policy

Effective: October 2025

NorthStar Consulting Circle, Ltd. is committed to ensuring that your privacy is protected. Learn more about the information we collect, how we process the data, and how we respect and secure your privacy.

NorthStar Consulting Circle, Ltd. may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy was last updated on 30th August 2025.

Purpose and who we are.

The purpose of this Privacy Policy is to describe how NorthStar Consulting Circle, Ltd. (“We,” “us,” or “our”) collects, uses, and shares information about you through our online interfaces (e.g., websites and mobile applications) owned and controlled by us, including <https://northstarconsultingcircle.coach/home> (collectively referred to herein as the “Site”). Please read this notice carefully to understand what we are doing.

If you do not understand any aspects of our Privacy Policy, please feel free to contact us at Support@northstarconsultingcircle.network.

NorthStar Consulting Circle, Ltd. is a Sole Proprietor with a principal place of business at 140 Brittany Lane, Pittsford, NY 14534. If you reside or are located in the European Economic Area (“EEA”) NorthStar Consulting Circle, Ltd. is the data controller of all Personal Data (defined as any information relating to an individual, whether it relates to his or her private, professional, or public life. It can be anything from a name, a home address, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer’s IP address) collected via the Site and of certain Personal Data collected from third parties, as set out in this Privacy Policy.

What Information this Privacy Policy Covers

This Privacy Policy covers information we collect from you through our Site. Some of our Site’s functionality can be used without revealing any Personal Data, though for features or services related to the Online Courses, Personal Data is required. In order to access certain features and benefits on our Site, you may need to submit, or we may collect, “Personal Data” (i.e., information that can be used to identify you). Personal Data can include information such as your name and email address, among other things. You ensured the accuracy of the Personal Data you submit to NorthStar Consulting Circle, Ltd. Inaccurate information may affect your ability to use the Site, the information you receive when using

the Site, and our ability to contact you. For example, your email address should be kept current because that is one of the primary manners in which we communicate with you.

What You Agree to by Using Our Site

Please understand that by submitting any Personal Data to us, you consent and agree that we may collect, use and disclose such Personal Data in accordance with this Privacy Policy and as permitted or required by law. If you do not agree with these terms, please do not provide any Personal Data for us. If you refuse or withdraw your consent, or if you choose not to provide us with any required Personal Data, we may not be able to provide you with the services that can be offered on our Site. Consent can be withdrawn at any time by sending an email to Support@northstarconsultingcircle.network and requesting the same. Please note that we may also rely on legitimate interests or fulfillment of a contract to continue processing your data.

What Information We Collect and How We Collect Them

- We collect personal data and/or information from you in various ways:
- When you register on our websites
- When you register on our webinars
- When you book in your calls
- When you book your coaching sessions
- When you join our social media groups
- When you subscribe to our newsletters
- When you subscribe to notifications from us
- When you affix your signature on our contracts
- When you process payments on any of our services
- When you register for an account, update or change information for your account.
- When you purchase products or services
- When you complete a survey or feedback form

When you log in onto or access third-party sites e.g., Facebook, from our site which may include text or images.

When you participate in forums or group discussion e.g., Facebook Group or Q&A sessions. Remember that the information you provide in this venue will be publicly available so you should not post information that is too confidential or sensitive.

We may collect the following information:

- Name and job title.
- Contact information including email address and phone number/s.
- Demographic information such as postcode, preferences, and interests
- Education and employment history
- Other information relevant to customer feedback and/ or promotional materials
- IP address
- URLs which you may have linked to our Site.
- Operating system
- Browsing system used by each user on the site
- Log in details to third-party services being used in the program.
- Bank account details.
- Credit/ debit card details.

You may, however, visit our site anonymously by using the “incognito” or “private” feature of your browser or by disabling cookies.

Other Information We Collect

Social buttons. On many of the pages of NorthStar Consulting Circle, Ltd. sites you will see ‘social buttons. These enable users to share or bookmark the web pages. There are buttons for: Twitter, Google +1, Facebook ‘Like’, and LinkedIn ‘Share’. In order to implement these buttons and connect them to the relevant social networks and external sites, there are scripts from domains outside of NorthStar Consulting Circle, Ltd. You should be aware that these sites are likely to collect information about what you are doing all around the internet, including on NorthStar Consulting Circle, Ltd. ’s site. So, if you click on any of these buttons, these sites will be registering that action and may use that information. In some cases, these sites will be registering the fact that you are visiting NorthStar Consulting Circle, Ltd., and the specific pages you are on, even if you do not click on the button if you are logged into their services, like Google and Facebook.

You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

External web services. We use a number of external web services on NorthStar Consulting Circle, Ltd. sites mostly to display content within our web pages. For example, to display slideshows we sometimes use SlideShare; to show videos we use YouTube and Vimeo. This is not an exhaustive or complete list of the services we use, or might use in the future, when embedding content, but these are the most common. As with the social

buttons we cannot prevent these sites, or external domains, from collecting information on your usage of this embedded content. If you are not logged in to these external services then they will not know who you are but are likely to gather anonymous usage information e.g., number of views, plays, loads etc.

Email tracking. Some emails that we send you have no tracking in at all, for example personal correspondence or emails with invoices attached. Other emails we send we put on track so that we can tell how much traffic those emails send to our site, and we can track, at an individual level, whether the user has opened and clicked on the email. We rarely use the latter information at a personal level, rather we use it to understand open and click rates on our emails to try and improve them. Sometimes we do use the personal information e.g., to re-email people who did not click the first time. If you want to be sure that none of your email activity is tracked, then you should unsubscribe from our newsletter.

Our Cookies Policy explains what cookies are, how we use cookies, how third parties we partner with may use cookies on the Site, and your choices regarding cookies. Please read the Cookies Policy in conjunction with our Privacy Policy, which sets out additional details on how we use personally identifiable information and your various rights.

What We Do With The Information We Gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping.

- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- We may send you information about offers outside of NorthStar Consulting Circle, Ltd. that will be of your interest.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax, or mail. We may use the information to customize the website according to your interests.

In addition to the other uses set forth in this Privacy Policy, we may disclose and otherwise use Personal Data as described below.

Providing the Site and our services. We may use Personal Data which you provide to us in order to allow you to access and use the Site and in order to provide any information, products, or services that you request from us.

Updates. We use Personal Data collected when you sign-up for our various email or update services to send you the messages in connection with the Site or an Online Course. We may also archive this information and/or use it for future communications with you, where we are legally entitled to do so.

Identity Verification. For services that require identity verification, we use the Personal Data that we collect for verifying your identity, and for authenticating that submissions made on the Site were made by you. This service may be provided through a third-party identity verification vendor.

Communications with NorthStar Consulting Circle, Ltd. When you send us an email message or otherwise contact us, we may use the information provided by you to respond to your communication and/or as described in this Privacy Policy. We may also archive this information and/or use it for future communications with you where we are legally entitled to do so.

Disclosure to NorthStar Consulting Circle, Ltd. Operations and Maintenance Contractors. We use various service providers, vendors, and contractors (collectively, “Contractors”) to assist us in providing our products and services to you. Our Contractors may have limited access to your Personal Data in the course of providing their products or services to us, so that we in turn can provide our products and services to you. These Contractors may include vendors and suppliers that provide us with technology, services, and/or content related to the operation and maintenance of the Site or the Online Course. Access to your Personal Data by these contractors is limited to the information reasonably necessary for the contractor to perform its limited function for us.

Third Party Credit Card Processing. NorthStar Consulting Circle, Ltd. provides you with the ability to pay for Online Courses and other services using a credit card through a third-party payment processing service provider. Please note that our service provider – not NorthStar Consulting Circle, Ltd. – collects and processes your credit card information.

Government Authorities, Legal Rights and Actions. NorthStar Consulting Circle, Ltd. may share your Personal Data with various government authorities in response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights or to protect our property; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us. We also may share your Personal Data when we believe it is appropriate to investigate, prevent, or

act regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of NorthStar Consulting Circle, Ltd., the Site, our users, customers, or others; and in connection with our Terms of Use and other agreements.

External Links

For your convenience we may provide links to sites operated by organizations other than NorthStar Consulting Circle, Ltd. (“Third Party Sites”) that we believe may be of interest to you. We do not disclose your Personal Data to these Third-Party Sites without obtaining your consent. We do not endorse and are not responsible for the privacy practices of these Third-Party Sites. If you choose to click on a link to one of these Third-Party Sites, you should review the privacy policy posted on the other site to understand how that Third Party Site collects and uses your Personal Data.

Retention of Personal Data

If you reside or are located in the EEA, we keep your Personal Data for no longer than necessary for the purposes for which the Personal Data is processed. The length of time we retain Personal Data depends on the purposes for which we collect and use it and/or as required to comply with applicable laws and to establish, exercise or defend our legal rights. Unless mentioned otherwise we keep personal data indefinitely unless explicitly instructed to delete it.

Confidentiality & Security of Personal Data

We consider the confidentiality and security of your information to be of the utmost importance. We will use industry standard physical, technical and administrative security measures to keep your Personal Data confidential and secure and will not share it with third parties, except as otherwise provided in this Privacy Policy, or unless such disclosure is necessary in special cases, such as a physical threat to you or others, as permitted by applicable law. Because the Internet is not a 100% secure environment we cannot guarantee the security of Personal Data, and there is some risk that an unauthorized third party may find a way to circumvent our security systems or that transmission of your information over the Internet will be intercepted. It is your responsibility to protect the security of your login information. Please note that email communications are typically not encrypted and should not be considered secure.

NorthStar Consulting Circle, Ltd. implements a variety of security measures to maintain the safety of your personal data when you enter, submit, or access your personal data.

We care about the security of our users. While we work to protect the security of your account and related information, we cannot guarantee that unauthorized third parties will

not be able to defeat our security measures. Please notify us immediately of any compromise or unauthorized use of your account by emailing Support@northstarconsultingcircle.network

Controlling, Updating or Deleting Your Personal Data

You may choose to restrict the collection or use of your personal data in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can uncheck to indicate that you do not want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your personal data for direct marketing purposes, you may change your mind at any time by writing to or emailing us at Support@northstarconsultingcircle.network.
- We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

If you believe that any information we are holding on to you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

You have certain rights in relation to your Personal Data. You can access your Personal Data and confirm that it remains correct and up-to-date or choose whether or not you wish to receive material from us or some of our partners by logging into the Site and visiting your user account page.

If you would like further information in relation to your rights or would like to exercise any of them, you may also contact us via Support@northstarconsultingcircle.network.

If you reside or are located in the EEA, you have the right to request that we:

- provide access to any Personal Data we hold about you.
- prevent the processing of your Personal Data for direct marketing purposes.
- update any Personal Data which is out of date or incorrect.
- delete any Personal Data which we are holding about you.
- restrict the way that we process your Personal Data.
- provide your Personal Data to a third-party provider of services; or
- provide you with a copy of any Personal Data which we hold about you.

We try to answer every email promptly where possible and provide our response within the time period stated by applicable law. Keep in mind, however, that there will be residual information that will remain within our databases, access logs and other records, which may or may not contain your Personal Data. Please also note that certain Personal Data may be exempt from such requests in certain circumstances, which may include if we need to keep processing your Personal Data to comply with a legal obligation.

When you email us with a request, we may ask that you provide us with information necessary to confirm your identity.

Privacy Practices

NorthStar Consulting Circle, Ltd. 's Sites are primarily operated and managed on servers located and operated within the United States. In order to provide our products and services to you, we may send and store your Personal Data outside of the country where you reside or are located, including to the United States. Accordingly, if you reside or are located outside of the United States, your Personal Data may be transferred outside of the country where you reside or are located, including to countries that may not or do not provide the same level of protection for your Personal Data. We are committed to protecting the privacy and confidentiality of Personal Data when it is transferred. If you reside or are located within the EEA and such transfers occur, we take appropriate steps to provide the same level of protection for the processing conducted in any such countries as you would have within the EEA to the extent feasible under applicable law.

Changing Our Privacy Policy

Please note that we review our privacy practices from time to time, and that these practices are subject to change. Any change, update, or modification will be effective immediately upon posting on our Site. Be sure to return to this page periodically to ensure familiarity with the most current version of this Privacy Policy.

No Information from Children Under 13

NorthStar Consulting Circle, Ltd. strongly believes in protecting the privacy of children. In line with this belief, we do not knowingly collect or maintain Personal Data on our Site from persons under 13 years of age, and no part of our Site is directed at persons under 13 years of age. If you are under 13 years of age, then please do not use or access this Site at any time or in any manner. We will take appropriate steps to delete any Personal Data of persons less than 13 years of age that has been collected on our Site without verified parental consent upon learning of the existence of such Personal Data.

Disclaimer

The material on our site is given for general information only and does not constitute professional advice. You should take specific advice before taking a course of action as we do not accept directly or indirectly any responsibility for loss arising directly or indirectly from reliance on information on this site.

Given that the Internet uses an open system we cannot warrant that the site and downloads reach you virus-free. You must, therefore, take all appropriate precautions for your own safety.

Your Consent

By using our site, you consent to our privacy policy.

Cookie Policy

Effective: August 2025

NorthStar Consulting Circle, Ltd. uses cookies on stanley.byrd@northstarconsultingcircle.network and affiliated websites (collectively the “Site”).

Our Cookies Policy explains what cookies are, how we use cookies, how third parties we partner with may use cookies on the Site, and your choices regarding cookies. Please read this Cookies Policy in conjunction with our Privacy Policy, which sets out additional details on how we use personal data and your various rights.

What are cookies?

A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added, and the cookie helps analyze web traffic or lets you know when you visit a particular site. It also allows the Site or a third party to recognize you and make your next visit easier and the Site more useful to you. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Essentially, cookies are a user’s identification card for the NorthStar Consulting Circle, Ltd. servers. Web beacons are small graphic files linked to our servers that allow us to track your use of our Site and related functionalities. Cookies and web beacons allow NorthStar Consulting Circle, Ltd. to serve you better and more efficiently, and to personalize your experience on our Site.

If you do not agree with our use of cookies, then you should either not use this site, or you should delete our cookies once you have visited the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.)

We use traffic log cookies to identify which pages are being used. This helps us analyze data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

If you do not want to receive cookies, you can modify your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether. You can also delete cookies that have already been set.

If you wish to restrict or block web browser cookies which are set on your device then you can do this through your browser settings; the Help function within your browser should tell you how. Alternatively, you may wish to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of desktop browsers.

How NorthStar Consulting Circle, Ltd. uses cookies

When you use and access the Site, we may place a number of cookies files in your web browser.

NorthStar Consulting Circle, Ltd. uses or may use cookies and/or web beacons to help us determine and identify repeat visitors, the type of content and sites to which a user of our Site links, the length of time each user spends at any particular area of our Site, and the specific functionalities that users choose to use. To the extent that cookies data constitutes personal data, we process such data on the basis of your consent.

Cookies can be "persistent" or "session" cookies.

We use both session and persistent cookies on the Site, and we use different types of cookies to run the Site:

- Essential cookies. Necessary for the operation of the Site. We may use essential cookies to authenticate users, prevent fraudulent use of user accounts, or offer Site features.
- Analytical / Performance cookies. Allow us to recognize and count the number of visitors and see how visitors move around the Site when using it. This helps us improve the way the Site works.
- Functionality cookies. Used to recognize you when you return to the Site. This enables us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- Targeting cookies. Record your visit to the Site, the pages you have visited, and the links you have followed. We will use this information to make the Site and the more relevant to your interests. We may also share this information with third parties for this purpose.

Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Site and refine marketing efforts.

- Tracking cookies. Follow on-site behavior and tie it to other metrics, allowing better understanding of usage habits.
- Optimization cookies. Allow real-time tracking of user conversion from different marketing channels to evaluate their effectiveness.
- Partner cookies. Provide marketing conversion metrics to our partners so they can optimize their paid marketing efforts.
- Google Analytics – we use this to understand how NorthStar Consulting Circle, Ltd. is being used in order to improve the user experience. Your user data is all anonymous. You can find out more about Google’s position on privacy as regards its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>
- Facebook Advertising: We use Facebook advertising conversion tracking and retargeting pixels, which allows us to collect or receive information from your website and elsewhere on the internet and use that information to provide measurement services and target advertising.

What are your choices regarding cookies?

If you would like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use some or all of the features we offer. You may not be able to log in, store your preferences, and some of our pages might not display properly.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org

Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

We are planning to enhance our cookie tool to allow users to change their cookie settings more easily after their initial choice.