



LAST UPDATED: JULY 21, 2026

Privacy Policy

How The Drift Shift collects, uses, discloses, and protects your personal information.

01

Information We Collect

We may collect the following categories of personal information: Contact and Account Information (name, email address, and information provided when creating an account or purchasing the Program); Payment Information (billing details processed by our third-party payment processor — we do not store full credit card numbers); Course Activity Data (your progress through the Program, exercises completed, and any voluntary submissions such as journal entries or reflections you choose to share with us); Communications (messages you send via email, contact forms, or support requests); Technical Data (IP address, browser type, device information, and website usage data collected automatically through cookies and similar technologies); and Voluntarily Shared Information (reflections, commitments, or personal disclosures you choose to share with other participants, accountability partners, or third-party platforms as part of certain exercises). We do not intentionally collect sensitive personal information such as Social Security numbers, government IDs, precise geolocation, or health/biometric data, and we ask that you not submit such information to us.

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How We Collect Information

We collect information directly from you when you purchase the Program, create an account, complete exercises, or contact us. We also collect information automatically through cookies, analytics tools, and similar tracking technologies when you visit our website, and we may receive information from third-party service providers such as our payment processor or hosting platform.

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How We Use Your Information

We use the information we collect to deliver and manage the Program and your access to it; process payments and transactions; respond to inquiries and provide customer support; send administrative communications such as course updates; with your separate consent, send marketing communications; improve our website, course content, and user experience; detect, prevent, and address fraud, security, or technical issues; and comply with legal obligations. We will not use your personal information for materially different purposes than disclosed in this Policy without providing notice and, where required by law, obtaining your consent.

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How We Share Your Information

We do not sell your personal information in exchange for money, and we do not share your personal information for cross-context behavioral advertising, except through the use of standard analytics or advertising cookies as disclosed in Section 5, which you may opt out of at any time. We may share your information with service providers (payment processors, email marketing platforms, course hosting platforms, and analytics providers who are contractually obligated to protect your data and are restricted from using it for their own purposes); for legal compliance if required by law, subpoena, or legal process; in connection with business transfers such as a merger, acquisition, or sale of assets, in which case any successor will be bound by this Privacy Policy; and with your consent, since we will only share testimonials, reviews, or feedback that identify you after asking for your permission first. We do not control and are not responsible for the privacy practices of other participants or third parties with whom you voluntarily share information during course exercises.

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Cookies and Tracking Technologies

Our website uses cookies, pixels, and similar tracking technologies to enhance your experience, analyze site traffic, remember preferences, and, where applicable, support limited advertising analytics. You can control cookie preferences through your browser settings or any cookie consent tool on our website; disabling cookies may affect certain website functionality. We honor opt-out preferences submitted through recognized mechanisms as described in Section 9.

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Data Retention

We retain your personal information only for as long as reasonably necessary to provide the Services, comply with legal, tax, and accounting obligations, resolve disputes, and enforce our agreements, after which it is securely deleted or anonymized. Course activity data may be retained to allow you to revisit your progress; you may request earlier deletion at any time as described in Section 8, subject to legal exceptions.

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Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, alteration, or destruction, consistent with industry standards for a business of our size. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot and do not guarantee absolute security. You acknowledge that you provide information to us at your own risk, and you agree that The Drift Shift shall not be liable for any unauthorized access, use, or disclosure of your information resulting from circumstances beyond our reasonable control, including third-party breaches of our service providers' systems.

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Your Privacy Rights

Depending on your location, you may have the right to: know what personal information we collect, use, and disclose; access a copy of your personal information; correct inaccurate personal information; delete your personal information, subject to certain legal exceptions; opt out of marketing communications at any time using the unsubscribe link in our emails; receive your data in a portable format; and not be discriminated against, charged a different price, or denied services for exercising any of these rights. To exercise any of these rights, contact us at support@thedriftshift.com; we will verify your identity before fulfilling requests and will respond within the timeframe required by applicable law. We reserve the right to deny requests that are unfounded, excessive, or that would compromise the rights of others or violate legal obligations.

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Do Not Sell or Share My Personal Information / Global Privacy Control

We do not sell personal information for monetary consideration, and we do not "share" personal information for cross-context behavioral advertising as those terms are defined under the CCPA. To the extent any analytics or advertising cookies we use are later deemed to constitute a "sale" or "share" under applicable law, you may opt out at any time by emailing support@thedriftshift.com with the subject line "Do Not Sell or Share My Information," or by adjusting your cookie preferences through our website's cookie banner. Our website is configured to recognize and honor the Global Privacy Control (GPC) signal as an opt-out preference where technically feasible and required by law. We do not knowingly sell or share the personal information of minors under 16 years of age.

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California Consumer Privacy Act (CCPA) Rights

In addition to the rights described in Section 8, California residents have the right to: know the categories and specific pieces of personal information collected, the categories of sources, the business purpose for collection, and the categories of third parties with whom it is shared; request deletion of personal information, subject to exceptions; request correction of inaccurate personal information; opt out of the sale or sharing of personal information (currently not applicable, as we do not sell or share); limit the use of sensitive personal information (we do not intentionally collect sensitive personal information); and not be retaliated against for exercising any CCPA rights. To submit a verifiable consumer request, contact us at support@thedriftshift.com. You may designate an authorized agent to make a request on your behalf, subject to verification.

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European Economic Area (GDPR) Rights

If you are located in the European Economic Area, United Kingdom, or Switzerland, you may have additional rights under the General Data Protection Regulation (GDPR), including the right to access, rectify, erase, restrict, or object to the processing of your personal data, the right to data portability, the right to withdraw consent at any time, and the right to lodge a complaint with your local data protection supervisory authority. Our legal basis for processing your information includes your consent, the performance of a contract with you, and our legitimate business interests.

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Confidentiality Limitation in a Digital, Online Format

While we take reasonable steps to protect information you provide directly to us, certain course exercises encourage you to share personal reflections, commitments, or information with other participants, accountability partners, or on third-party platforms. WE CANNOT AND DO NOT GUARANTEE THE CONFIDENTIALITY OR PRIVACY of information you voluntarily disclose to other individuals in this online format, and we expressly disclaim responsibility and liability for how third parties handle information you choose to share with them, whether inside or outside the Program.

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Data Breach Notification

In the event of a data breach involving your personal information that we are legally required to disclose, we will notify affected individuals and relevant authorities in accordance with applicable law and within the timeframes required by such laws. Notification does not constitute an admission of fault or liability on our part.

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Children's Privacy

Our Services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from children under 18. If we learn that we have collected personal information from a child under 18 without appropriate consent, we will take steps to delete that information promptly. Parents or guardians who believe we may have collected such information should contact us immediately at support@thedriftshift.com.

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Third-Party Links

Our website and course materials may contain links to third-party websites, platforms, or services. We are not responsible for, and expressly disclaim liability for, the privacy practices, security, or content of those third-party sites. We encourage you to review the privacy policies of any third-party sites you visit.

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International Data Transfers

If you are accessing our Services from outside the United States, your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from and may be less protective than those in your jurisdiction. By using our Services, you expressly consent to this transfer, storage, and processing.

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Do Not Track Signals

Our website does not currently respond to browser-based "Do Not Track" signals distinct from the Global Privacy Control mechanism described in Section 9. You can manage tracking preferences through your browser and cookie settings as described in Section 5.

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No Liability for Unauthorized Third-Party Access

You acknowledge that The Drift Shift shall not be liable for the actions of unauthorized third parties, including hackers or malicious actors, who obtain access to your personal information despite our reasonable security measures, except to the extent such liability arises from our gross negligence or willful misconduct as determined by a court of competent jurisdiction.

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Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or for other operational reasons. We will post the updated policy on our website with a revised "Last Updated" date, and where changes are material, we will provide additional notice such as email communication. Your continued use of our Services after changes are posted constitutes your acceptance of the updated Privacy Policy.

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Severability and Entire Agreement

If any provision of this Privacy Policy is found to be unenforceable or invalid, that provision shall be limited or eliminated to the minimum extent necessary, and the remaining provisions shall remain in full force and effect. This Privacy Policy, together with our Terms of Service and Disclaimer and Waiver of Liability, constitutes the entire agreement between you and The Drift Shift regarding your personal information.

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Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy, our data practices, or wish to exercise any privacy rights described herein, please contact us at: support@thedriftshift.com.

By using our Services, you acknowledge that you have read and understood this Privacy Policy.