

Privacy Policy

Last updated: October 11, 2026

Spark Your Path is a business of Lisa Adams LLC ("Spark Your Path," "we," "us," or "our"). This policy explains what personal information we collect when you visit sparkyourpath.com, sign up for a free resource, buy a product, join a program, or contact us, and how we use and protect it. We keep this short and specific on purpose. If something is unclear, email hello@sparkyourpath.com and you will get a real answer from a real person.

1. Information we collect

Information you give us

- Sign-up forms: your first name and email address when you request a free resource.
- Contact form: your name, email address, and the message you send.
- Purchases: your name, email address, and billing details. Card details are entered on our payment processor's secure form. We never see or store your full card number.
- Programs and coaching: information you choose to share during a workshop, cohort, or coaching session, including information about your business.

Information collected automatically

- Basic technical data such as IP address, browser type, device type, and pages visited.
- Email engagement data, such as whether an email was opened or a link was clicked.
- Cookies that our website platform needs to run pages, forms, and checkout.
- Analytics and advertising cookies and pixels, including Google Analytics and the Meta (Facebook) pixel, which record how visitors use the site and help us measure and improve our marketing.

Information you do not need to share

Spark Your Path talks openly about OCD, HSP, and ADHD traits. You never need to share a diagnosis or any health information to use our resources or programs. If you choose to share something personal in an email, form, or session, we use it only to respond to you or support your work with us, keep it confidential, and never sell or publish it.

2. How we use your information

- To deliver what you asked for: free resources, purchased products, and program access.
- To send emails you signed up for, including a short welcome series and occasional updates. Every email includes an unsubscribe link.
- To process payments, send receipts, and handle refunds or payment questions.
- To answer messages and provide coaching or program support.
- To understand which pages and emails are useful so we can improve them.
- To measure our marketing and show relevant ads on platforms such as Facebook and Instagram.
- To prevent fraud, keep our systems secure, and meet legal and tax obligations.

3. Email marketing

We only email you if you opted in, for example by requesting a free resource, or if you bought something from us and the email relates to that purchase. You can unsubscribe at any time with the link at the bottom of any email or by writing to hello@sparkyourpath.com. Unsubscribing from marketing does not stop receipts or messages about a purchase or program you are enrolled in.

4. Who we share it with

We do not sell, rent, or trade your personal information. We share it only with the service providers we use to run the business, and only as much as they need to do their job:

- Systeme.io: website hosting, sign-up forms, email delivery, file delivery, and checkout pages.
- Stripe: payment processing, including card, Apple Pay, and Klarna payments made through Stripe.
- Substack: our newsletter at sparkyourpathtoday.substack.com. If you subscribe there, Substack's own privacy policy applies to that subscription.
- Google (Google Analytics): website traffic and usage measurement.
- Meta (Facebook pixel): measuring ad performance and showing ads to people who have visited our site.

Google and Meta collect information through their own cookies and pixels and use it under their own privacy policies. Under some state laws, sharing data with advertising platforms for targeted ads may count as "sharing" or a "sale" even though no money changes hands. You can opt out at any time using the choices in Section 8 or by emailing us.

We may also disclose information when the law requires it, or to protect our rights, our clients, or others from fraud or harm. If the business is ever sold or merged, your information would transfer under the same protections described here.

5. How long we keep it

We keep subscriber information while you remain subscribed and for a reasonable period afterward. We keep purchase records for as long as tax and accounting rules require. Program and coaching notes are kept while you are an active client and for up to two years afterward, unless you ask us to delete them sooner.

6. How we protect it

We use reputable platforms with industry-standard security, limit access to Lisa Adams and anyone working directly on the business, and never store full payment card numbers. No method of transmission or storage is completely secure, so we cannot guarantee absolute security, but we take reasonable steps to protect your information.

7. Your choices and rights

You can ask us to:

- Tell you what personal information we hold about you.
- Correct information that is wrong or out of date.
- Delete your information, unless we must keep it for legal or tax reasons.
- Stop sending you marketing emails.

Email hello@sparkyourpath.com with your request. We respond within 30 days. Depending on where you live, such as California, other U.S. states with privacy laws, the European Union, or the United Kingdom, you may have additional rights. We honor reasonable requests from anyone, wherever they live.

8. Cookies

Our website uses two kinds of cookies: essential cookies that pages, forms, and checkout need to work, and analytics and advertising cookies from Google Analytics and the Meta (Facebook) pixel. You can control them in these ways:

- Block or delete cookies in your browser settings. Some parts of the site, such as sign-up forms or checkout, may not work properly without essential cookies.
- Opt out of Google Analytics with Google's browser add-on at tools.google.com/dlpage/gaoptout.
- Manage Facebook and Instagram ad preferences in your Meta account settings under Ad preferences.
- Use your browser's Global Privacy Control or "Do Not Track" setting, or email hello@sparkyourpath.com to opt out of ad-related sharing.

9. Links to other sites

Our site links to Substack, LinkedIn, Facebook, and other sites we do not control. Their privacy practices are their own, so please review their policies before sharing information with them.

10. Age requirement

Spark Your Path is for adults. Our services are not directed to anyone under 18, and we do not knowingly collect information from minors. If we learn that we have, we will delete it.

11. Changes to this policy

When our tools or practices change, we update this policy and the date at the top. If a change materially affects how we use your information, we will tell subscribers by email.

12. Contact

Spark Your Path | Lisa Adams LLC

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