

THE REAL GAME

Privacy Policy

Effective Date: April 1, 2026

The Real Game ("The Real Game," "we," "us," or "our") is a coaching and education brand operated by Jay and his team. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our websites, purchase our products, enroll in coaching programs, or otherwise interact with us.

By accessing our website or engaging with our services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree, please discontinue use of our services immediately.

1. Information We Collect

1.1 Information You Provide Directly

We collect information you voluntarily provide, including:

- Name, email address, phone number, and mailing address
- Application and intake form responses (submitted via Typeform or similar platforms)
- Payment information processed through third-party payment processors
- Messages, emails, and communications you send to us
- Video call recordings from coaching sessions (with your consent)
- Responses to surveys, questionnaires, or feedback forms
- Information shared in group coaching calls, Inner Circle Zoom sessions, or in-person events

1.2 Information Collected Automatically

When you visit our websites, we may automatically collect:

- IP address, browser type, operating system, and device identifiers
- Pages viewed, links clicked, and time spent on site
- Referring URLs and exit pages
- Cookie and tracking pixel data
- Geographic location data (country, region, city)

1.3 Information from Third Parties

We may receive information about you from third parties, including:

- Payment processors (Stripe, PayPal, or similar) — transaction and billing data
- CRM platforms (GoHighLevel) — contact activity and communication history

- Email service providers (Kit / ConvertKit) — email engagement data
- Social media platforms — if you follow, comment on, or interact with our content
- Analytics providers — aggregated and anonymized usage data

2. How We Use Your Information

We use the personal information we collect for the following purposes:

2.1 Providing and Delivering Services

- Processing applications, enrollments, and payments for coaching programs
- Delivering digital products, course content, and program materials
- Scheduling and conducting coaching calls, group sessions, and in-person events
- Communicating with you about your enrollment, progress, and program updates

2.2 Marketing and Communications

- Sending promotional emails, newsletters, and content updates (you may opt out at any time)
- Running retargeting campaigns via social media and advertising platforms
- Sending SMS or direct messages where you have opted in

2.3 Business Operations

- Improving our website, content, and service offerings
- Analyzing how users engage with our platforms and marketing
- Enforcing our terms, agreements, and refund policies
- Complying with legal obligations

3. Legal Basis for Processing (GDPR)

If you are located in the European Economic Area (EEA), we process your personal data based on the following legal grounds:

- Contractual necessity — to fulfill the coaching or product agreement you entered into
- Legitimate interests — to operate, improve, and market our services
- Consent — where you have explicitly opted in (e.g., email marketing, session recordings)
- Legal obligation — where required by applicable law

4. Sharing of Your Information

We do not sell your personal information. We may share your information only in the following circumstances:

4.1 Service Providers

We share data with trusted third-party vendors who assist us in running our business, including:

- Payment processors (e.g., Stripe)
- CRM and automation platforms (e.g., GoHighLevel)
- Email service providers (e.g., Kit / ConvertKit)
- Video hosting platforms (e.g., Vimeo, Zoom)
- Website hosting providers (e.g., Kinsta / WordPress)
- Analytics and advertising platforms (e.g., Meta, Google)

These providers are contractually required to protect your data and may only use it to perform services on our behalf.

4.2 Legal Requirements

We may disclose your information if required by law, court order, or government authority, or to protect the rights, property, or safety of The Real Game, our clients, or others.

4.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you via email or prominent notice on our website if this occurs.

5. Cookies and Tracking Technologies

We use cookies, pixels, and similar tracking technologies to:

- Remember your preferences and session information
- Analyze site traffic and user behavior
- Serve targeted advertisements on third-party platforms

You can control cookie preferences through your browser settings or through consent management tools on our website. Disabling certain cookies may affect functionality.

6. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, including:

- Active client records: retained for the duration of the coaching relationship plus 5 years
- Email subscriber records: retained until you unsubscribe or request deletion
- Website analytics data: retained in accordance with the policies of our analytics providers
- Financial transaction records: retained for a minimum of 7 years to comply with tax and legal obligations

When data is no longer needed, we securely delete or anonymize it.

7. Your Rights

Depending on your jurisdiction, you may have the following rights regarding your personal data:

7.1 All Users

- Opt out of marketing emails at any time using the unsubscribe link in any email
- Request that we stop sending SMS messages by replying STOP
- Request a copy of the information we hold about you

7.2 EEA / UK Residents (GDPR / UK GDPR)

- Right of access — obtain a copy of your personal data
- Right to rectification — correct inaccurate or incomplete data
- Right to erasure — request deletion of your data ("right to be forgotten")
- Right to restrict processing — limit how we use your data
- Right to data portability — receive your data in a structured, machine-readable format
- Right to object — object to processing based on legitimate interests or for direct marketing
- Right to withdraw consent — where processing is based on consent

7.3 California Residents (CCPA / CPRA)

California residents have the right to:

- Know what personal information we collect, use, disclose, and sell
- Request deletion of personal information we have collected
- Opt out of the sale of personal information (we do not sell personal information)
- Non-discrimination for exercising your privacy rights

To exercise any of these rights, contact us at: privacy@therealgame.com. We will respond within 30 days (or 45 days where permitted by law).

8. Data Security

We implement industry-standard technical and organizational security measures to protect your personal information, including:

- SSL/TLS encryption for data transmitted through our websites
- Access controls limiting who within our organization can access your data
- Secure, password-protected platforms for storing client records
- Regular review of data handling practices

No method of transmission over the internet is completely secure. While we take data security seriously, we cannot guarantee absolute security. If you have reason to believe your information has been compromised, please contact us immediately.

9. Children's Privacy

Our services are intended for adults aged 18 and over. We do not knowingly collect personal information from individuals under the age of 18. If we become aware that a minor has provided us with personal information, we will delete it promptly. If you believe a minor has submitted information to us, please contact us at privacy@therealgame.com.

10. Third-Party Links

Our website and content may contain links to third-party websites, platforms, and services (including YouTube, Instagram, TikTok, and X). This Privacy Policy does not apply to those platforms. We encourage you to review their respective privacy policies before engaging with them.

11. International Data Transfers

The Real Game is operated from the United States. If you access our services from outside the United States, your information may be transferred to and processed in the United States, where data protection laws may differ from those in your country.

Where required by law (e.g., under GDPR), we implement appropriate safeguards for international transfers, including standard contractual clauses approved by the European Commission.

12. Coaching Session Recordings

One-on-one and group coaching sessions may be recorded for coaching, quality assurance, and content development purposes. You will be notified before any session is recorded, and your participation implies consent to recording. Recordings are stored securely and are not shared publicly without your explicit written consent.

13. Testimonials and Client Stories

With your explicit consent, we may use your name, likeness, or story in testimonials, case studies, or marketing materials. You may withdraw this consent at any time by contacting us. Previously published materials may not be retractable from third-party platforms.

14. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. When we do, we will revise the Effective Date at the top of this page and notify you by email if the changes are material. Continued use of our services after any changes constitutes your acceptance of the revised policy.

15. Contact Us

For questions, concerns, or requests related to this Privacy Policy or your personal data, please contact:

The Real Game

Email: privacy@therealgame.com

Website: therealgame.com

Instagram / TikTok / YouTube / X: [@therealgame](#)

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