

Privacy Policy for PowerValues.xyz

Last Updated: September 09, 2025

Thank you for visiting **PowerValues.xyz** ("**Power Values**," "**we**," "**our**," or "**us**"). Your privacy matters to us. This Privacy Policy explains what data we collect, how we use it—including how our **AI coaching** features process information—and the choices you have. By using our websites, products, or services (the "**Services**"), you agree to this Policy and our [Cookies Policy] and [Terms of Use].

1) Scope & Roles

This Policy applies to visitors and users of our consumer Services and to organizational customers who license our Services for their teams.

- For individual users, **Power Values** is typically the **data controller** (GDPR/UK-GDPR) or "business" (CCPA/CPRA).
- For organizational customers (e.g., corporate programs), we act as a **data processor/service provider** for end-user data. In those cases, our processing is governed by a separate data processing agreement with the customer (the controller/business).

2) Key Definitions (Plain English)

- **Personal Data / Personal Information:** Any information that identifies or can reasonably be linked to you.
- **Sensitive Personal Information (SPI):** Certain categories defined by law (e.g., precise location, health data, religious views).
- **AI Coach:** Our AI-powered feature that provides values-based coaching prompts, insights, and feedback.
- **Automated Decision-Making & Profiling:** When software analyzes data to offer personalized outputs. Our AI suggests content and actions but does **not** make decisions that produce legal or similarly significant effects without a human in the loop.

3) Information We Collect

A. Information You Provide

- **Account & Contact Data:** Name, email, password or SSO identifier, phone (optional).
- **Program Inputs:** Quiz responses, value selections, weekly reflections, goals, exercises, files or notes you submit.
- **Coaching Interactions:** Messages you write to the AI Coach or human coaches, session ratings, feedback forms.
- **Purchases:** Billing name, email, transaction IDs, and limited payment details handled via our processors (e.g., Stripe, PayPal).
- **Support Requests:** Questions, bug reports, and related correspondence.

Sensitive data caution: Coaching reflections may include information about health, relationships, beliefs, or other sensitive topics. Please share only what you are comfortable sharing. Where required by law, we will obtain your **explicit consent** to process such information.

B. Information We Collect Automatically

- **Technical Data:** IP address, device and browser type, OS, referral URL, pages viewed, time on page.
- **Usage Data:** Clicks, session length, features used, error logs.
- **Cookies/Similar Tech:** See our [Cookies Policy] for details and opt-outs.

C. Information from Third Parties

- **Vendors & Partners:** Analytics, payments, authentication, marketing tools.
- **Enterprise Customers:** For team accounts, we may receive user roster info from your employer (name, email, role).

4) How We Use Data (Purposes)

A. Core Service Delivery

- Provide, maintain, and improve the **Power Values Training Series**, quiz, dashboards, and AI Coach.
- Personalize content and suggestions (e.g., aligning prompts with your Top 10 Power Values).
- Authenticate users, secure accounts, and prevent abuse or fraud.

B. AI Coaching & Personalization

- **Generate coaching prompts** and feedback tailored to your values, goals, and recent reflections.
- **Remember context** across sessions to reduce repetition and increase relevance.
- Offer **explanations** (on request) of why an AI suggestion was made (e.g., “based on your stated priority of Integrity and your last reflection…”).

C. Research & Product Improvement

- Analyze de-identified or aggregated data to improve outcomes, user experience, and model quality.
- Conduct **safety and quality assurance** testing (e.g., prompt injection resistance, bias checks).

Model training policy:

- We do **not** sell your data.
- We do **not** use your identifiable content to train third-party foundation models.
- We may use **de-identified** or **aggregated** data to improve our own coaching logic, prompts, guardrails, and product features.
- Where applicable law requires consent for any training-related use, we will request it and provide opt-out choices.

D. Communications

- Service messages (e.g., account, security, feature updates).
- With your consent: newsletters, program updates, promotions (you can opt out anytime).

E. Legal, Security, and Compliance

- Detect, investigate, and prevent security incidents and misuse.
- Comply with legal obligations and enforce our terms.

5) AI Transparency & Your Choices

A. What the AI Coach Does—and Doesn't Do

- The AI Coach **analyzes** your quiz results and inputs to suggest values-aligned actions, prompts, and reflective questions.
- It does **not** make legal, medical, or mental-health diagnoses; it provides **educational and coaching** support only.
- It does **not** make automated decisions with legal or similarly significant effects. You can always ask for **human review**.

B. Human in the Loop

You can request **human review** of AI recommendations or opt for **human-only coaching** if available in your plan.

C. Opting Out of AI Personalization

You may choose to:

- **Limit AI personalization** (the AI won't use your historical reflections to tailor outputs), or
- **Disable AI features** and use only non-AI materials and live coaching (where available).
Note: some functionality may be reduced if AI features are disabled.

6) Legal Bases (GDPR/UK-GDPR)

Where applicable, we process your data under one or more of the following bases:

- **Consent:** e.g., marketing emails, cookies, certain sensitive topics in reflections.
- **Contract:** to deliver the Services you requested.
- **Legitimate Interests:** product improvement, security, and preventing abuse (balanced against your rights).
- **Legal Obligations:** compliance, record-keeping, tax.

7) “Notice at Collection” (CCPA/CPRA – California)

We collect identifiers (e.g., contact info), commercial info (transactions), internet/technical data (cookies/usage), and **inferences** (e.g., values profile) to provide and improve the Services, personalize coaching, and secure the platform. We **do not sell** personal information. Some analytics/advertising integrations may constitute “**sharing**” under California law; you can **opt out of sharing** via our cookie banner or [Do Not Sell/Share My Personal Information] link.

You may also **limit use** of sensitive personal information where required by law.

8) Sharing & Disclosure

We **do not sell** your personal data. We share it only as described below:

- **Service Providers / Processors:** Email, payments, hosting, analytics, security, and **AI infrastructure providers** that help us run the Services. They are bound by contracts to use data only for our specified purposes and to safeguard it.
- **Enterprise Accounts:** If you use Power Values through your employer, we may share usage summaries or progress indicators with your organization per their program configuration (we’ll disclose what is shared at enrollment).
- **Legal & Safety:** To comply with law, enforce our terms, or protect rights, safety, and property.
- **Business Transfers:** In case of merger, acquisition, or asset sale, we may transfer data subject to this Policy.

We maintain a list of our core subprocessors and infrastructure partners internally.

9) Data Retention

- **Account Data:** Kept for the life of your account.
- **Coaching Inputs (reflections, messages):** By default, retained for **24 months** after your last activity, then deleted or de-identified, unless a longer period is legally required or you ask us to delete sooner.
- **Transactional Records:** Retained as required for tax, accounting, and legal compliance.
- **De-Identified Data:** We may retain de-identified/aggregated datasets for research and product improvement.

You may request deletion at any time (subject to legal exceptions).

10) Security

We use industry-standard technical and organizational safeguards, including:

- Encryption in transit (HTTPS/TLS) and at rest for core data stores.
 - Access controls, least-privilege permissions, MFA for administrative access.
 - Auditing, logging, and vendor security reviews.
- No system is 100% secure; please use strong passwords and protect your account.

11) International Data Transfers

We may process data in the United States and other countries. Where required, we use lawful transfer mechanisms (e.g., **Standard Contractual Clauses** or equivalent) to protect your information.

12) Your Privacy Rights

A. EEA/UK (GDPR/UK-GDPR)

- **Access, Correction, Deletion, Restriction, Portability**
- **Object** to certain processing (including direct marketing)
- **Withdraw Consent** at any time without affecting prior lawful processing
- **Not be subject** to a decision based solely on automated processing producing legal/similar significant effects

B. US State Rights (e.g., CA/VA/CO/CT/UT—varies by state)

- **Know/Access** categories and specific pieces of personal information
- **Delete** personal information
- **Correct** inaccuracies
- **Opt out** of targeted advertising / sharing and certain profiling
- **Non-discrimination** for exercising your rights
- **Limit use** of sensitive personal information (where applicable)

C. Exercising Your Rights

Email support@powervalues.xyz with the subject “**Privacy Request**”. We may need to verify your identity (and, for CA, agent authorization). We aim to respond within the legal timeframes.

13) Children’s Privacy

Our Services are **not intended for children under 13** (or under 16 in some jurisdictions). We do not knowingly collect data from children. If you believe a child has provided data, contact us and we will delete it.

14) Coaching Confidentiality & Disclaimers

- **Coaching, not therapy or medical care:** Power Values provides educational and coaching tools. We do not provide medical, psychological, or legal advice and are **not a HIPAA-covered entity**.

- **Sensitive Topics:** You control what you share. If you disclose sensitive information, we process it to provide the coaching you requested, subject to your consent (where required) and this Policy.
- **Emergency:** Do not use Power Values for emergencies. If you are in crisis or at risk of harm, contact local emergency services or a qualified professional immediately.

15) Cookies & Tracking

We use cookies and similar technologies for essential functionality, analytics, and (with consent) advertising. For details and controls, see our [Cookies Policy]. You can adjust preferences via our cookie banner or browser settings.

Do Not Track: We currently do not respond to browser DNT signals. Use our in-product privacy controls instead.

16) AI & Third-Party Model Providers

- We may use third-party AI infrastructure providers under strict data protection terms.
- We implement **content filters, safety guardrails, and human review** processes to reduce harmful or biased outputs.
- We periodically evaluate models and prompts for quality, fairness, and relevance to values-based coaching.
- Unless you explicitly consent, we do **not** allow third-party model providers to use your identifiable content to train their general models.

We will maintain current information about our AI vendors and subprocessors internally.

17) Managing Your Information

- **Profile & Preferences:** Update account info and communication preferences in your profile.
- **Download Your Data:** Request an export at support@powervalues.xyz.
- **Delete Your Data:** Request deletion at support@powervalues.xyz (subject to legal exceptions).

- **AI Settings:** In your account, you may **limit AI personalization** or **disable AI features** (where available).

18) Changes to This Policy

We may update this Policy to reflect operational or legal changes. We will post updates here with a new “**Last Updated**” date. Material changes may be announced via email or in-app notice. Continued use of the Services means you accept the updated Policy.

19) Contact Us

Email: support@powervalues.xyz

Mailing Address: [3304 Calle De El Cortez, Las Vegas, NV 89102](#)

Subject Line: Privacy Inquiry

If you have an unresolved privacy concern, you may also contact your local data protection authority.

20) Regional Disclosures (Summary)

- **EEA/UK:** Visioneer LLC dba Power Values is the controller unless your organization is the controller. For transfers outside the EEA/UK, we rely on approved mechanisms (e.g., SCCs).
- **California:** We do not sell personal information. You can opt out of “sharing” for cross-context behavioral advertising via our cookie banner or [Do Not Sell/Share] link. You may limit our use of SPI as required by law.
- **Other US States:** We provide targeted advertising/profiling opt-outs and honor additional rights where laws require.

Quick Reference: Your AI-Related Choices

- **Explainability:** Ask “why did I get this suggestion?” in the product or via support.
- **Human Review:** Request a human review of any AI guidance.
- **Limit Personalization:** Toggle AI personalization off in settings.

- **Disable AI:** Use the program without AI features (where available).
- **Delete or Export:** Request deletion/export of your reflections and AI interactions.