
NORTHCREST

— EDUCATION —

Privacy Policy

Northcrest Education LLC

EFFECTIVE DATE: JUNE 17, 2026

Northcrest Education LLC (“Northcrest,” “we,” “us,” or “our”) respects the privacy of the families who visit our website and engage with our services. This Privacy Policy explains what information we collect, how we use it, and the choices available to you. By using northcresteducation.com (the “Site”), you agree to the practices described in this policy.

1. Who This Policy Applies To

Northcrest provides SAT coaching and academic performance mentorship to students, typically in grades 10 through 12. Our website and services are directed toward parents and guardians, who are generally the individuals submitting information on behalf of a student. Northcrest does not knowingly collect personal information directly from minors through the Site. If you believe a minor has submitted information to us directly, please contact us at the email address below so we can address it.

2. Information We Collect

We collect information in the following ways:

- **Booking information.** When you schedule a call through our booking system (currently SavvyCal), we receive the name, email address, and phone number you provide, along with the date and time selected.
- **Communications.** If you contact us directly by email, we retain the contents of that correspondence in order to respond to you.
- **Future email signup.** We may, in the future, offer an opt-in email signup (for example, through an exit-intent prompt) to share helpful resources with parents and students. If implemented, this would collect only the email address you voluntarily provide, and you would be able to unsubscribe at any time.

- Automatically collected information. Like most websites, our Site may collect limited technical information automatically, such as browser type, device type, and general usage patterns, through standard analytics or cookie technologies. We do not currently run paid advertising or retargeting campaigns, but this policy is written to anticipate that possibility so that it remains accurate if we do.

3. How We Use Your Information

We use the information we collect to:

- Schedule and manage coaching calls and consultations
- Respond to inquiries and provide customer support
- Communicate with parents and students about our programs
- Improve our website and the experience of visitors to it
- Send optional updates or resources, if you have opted in to receive them

We do not sell personal information to third parties, and we do not share it with third parties for their own independent marketing purposes.

4. Third-Party Services

We use SavvyCal to manage scheduling for coaching calls. When you book a call, your information is processed by SavvyCal in accordance with its own privacy policy, in addition to this one. We encourage you to review SavvyCal's privacy practices directly. As our tools evolve, this section will be updated to reflect any additional third-party services we begin using, such as email marketing platforms or analytics providers.

5. Cookies and Tracking Technologies

Our Site may use cookies or similar technologies to support basic site functionality and, in the future, to understand how visitors use the Site or to support limited advertising efforts. You can control cookies through your browser settings. Disabling cookies may affect certain features of the Site, such as booking functionality.

6. Data Retention

We retain personal information for as long as necessary to provide our services, respond to inquiries, and comply with our legal and business obligations. If you would like us to delete information we hold about you, you may contact us using the information below.

7. Your Choices

- You may request access to, correction of, or deletion of the personal information we hold about you.
- If you have subscribed to any future email communications, you may unsubscribe at any time using the link provided in those communications.
- You may decline to provide certain information, though this may limit our ability to schedule a call or respond to your inquiry.

8. Children's Privacy

Northcrest's services are intended for use by parents and guardians on behalf of their student. We do not knowingly collect personal information directly from children under 18 through the Site. Our booking and inquiry processes are designed to be completed by a parent or guardian.

9. Data Security

We take reasonable measures to protect the personal information we collect. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

10. Governing Law

This Privacy Policy is governed by the laws of the State of North Carolina, without regard to its conflict of law provisions.

11. Changes to This Policy

We may update this Privacy Policy from time to time as our business, tools, or legal obligations change. The effective date at the top of this document reflects the most recent revision. We encourage you to review this policy periodically.

12. Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact us at:

Northcrest Education LLC
scott@northcresteducation.com