Bello Advising — Privacy Policy

Last updated: October 8, 2026

Bello Advising ("we," "us," or "our") provides college advising services to students and families. This Privacy Policy explains what information we collect, how we use it, and the choices you have. By using our website or our services, you agree to the practices described here.

1. Information We Collect

We collect information you provide directly to us, including:

- Contact information: parent/guardian name, student name, email address, phone number
- Academic information: GPA, test scores, coursework, activities, and other information relevant to college applications, shared by the student or family as part of our advising work
- Application materials: essays, personal statements, activity lists, and related documents
- Payment information, processed through a third-party payment processor (e.g., Stripe or Square) — we do not directly store credit card numbers
- Communications: emails, messages, and notes from advising sessions

If you contact us through our website or book a session, we may also collect basic information automatically, such as your IP address and browser type, through standard website analytics tools.

2. How We Use Information

We use the information we collect to:

- Provide college advising services, including college list development, application strategy, and essay feedback
- Communicate with you about scheduling, services, and your account
- Process payments for services rendered
- Improve our services and website
- Comply with legal obligations

3. Information Sharing

We do not sell your information. We do not share your information with third parties except:

- With your consent — for example, if you ask us to reference your student's application materials in a conversation with a recommender
- With service providers who help us operate our business (e.g., payment processors, scheduling tools), who are only permitted to use your information to provide those services
- If required by law, such as in response to a subpoena or legal process
- Anonymized outcomes (e.g., "a student we worked with was admitted to…") may be referenced for marketing purposes; we will not identify a student by name without written consent

4. Children's Privacy

Our services are designed for high school students, most of whom are between 16 and 18 years old. We work with students in coordination with a parent or guardian, who is the party who enters into our services agreement and is responsible for authorizing our work with their student.

5. Data Security

We take reasonable steps to protect your information, including using secure, encrypted platforms for storing documents and communications, and limiting access to student information to the Bello Advising team (Maggie and Helena Bello), who work directly with your family. No method of electronic storage or transmission is 100% secure, and we cannot guarantee absolute security.

6. Data Retention

We retain student and family information for as long as needed to provide our services and for a reasonable period afterward (e.g., in case a family returns for additional services or requests copies of past work). You may request that we delete your information at any time, subject to any legal or record-keeping obligations we may have.

7. Your Choices and Rights

- You may request access to the personal information we hold about you or your student
- You may request that we correct or delete your information
- You may opt out of marketing communications at any time
- You may withdraw consent for us to reference anonymized outcomes in marketing materials

To exercise any of these choices, contact us using the information below.

8. Cookies and Website Analytics

Our website may use basic analytics tools (such as Google Analytics or the analytics built into our website builder) to understand how visitors use the site. These tools may use cookies or similar technologies. You can control cookies through your browser settings.

9. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will update the "Last updated" date at the top of this page. Continued use of our services after changes take effect means you accept the updated policy.

10. Contact Us

If you have questions about this Privacy Policy or how we handle your information, contact us at:

belloadvising@gmail.com

Bello Advising