

www.LightenUpandThrive.com

Privacy Policy Version 1.0 | May 24, 2018

PRIVACY POLICY OVERVIEW

At www.LightenUpandThrive.com, we are committed to respecting your privacy and protecting your personally identifiable information. With your consent, we collect information that you provide (such as email addresses) in order to send periodic emails (newsletters, updates, etc.) and, if you sign up as an affiliate, we track click-throughs from your unique affiliate link so that if anyone purchases our services through your referrals, you will receive your commission. We make it easy for you to unsubscribe, we don't sell or share your information with third parties, to the best of our knowledge we comply with the General Data Protection Regulation (GDPR) and other regulations, and we make every effort to provide a safe, secure and pleasant experience for you.

PRIVACY DETAILS

What personal information do we collect from the people who visit our website?

When ordering or registering on our site, as appropriate, you may be asked to enter your email address or other details to help you with your experience.

When do we collect information?

We collect information from you when you place an order or subscribe to a newsletter on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To quickly process your transactions.
- To send periodic emails regarding your order or other products and services.

How do we protect visitor information?

Our website is scanned on a regular basis and protected in order to make your visit to our site as safe as possible.

Your personal information is contained behind secured networks and is only accessible by a limited number of people who have special access rights to such systems and are required to keep the information confidential.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through our provider, 1ShoppingCart and are not stored or processed on our servers.

Do we use “cookies”?

Yes, but only with your knowledge and consent. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information.

We use cookies for our affiliate program (1ShoppingCart)

<http://www.lightenupandthrive.com/jv-partners/>

IPs are tracked up to three months so if an order is placed, the person who referred them will receive a commission.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to

learn the correct way to modify your cookies. If you disable cookies, it won't affect the user's experience and you can still place orders.

Mailing List

We use a third-party provider, 1ShoppingCart, to deliver our newsletter, email updates and programs. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our services. For more information, please see 1ShoppingCart privacy policy: <http://www.1shoppingcart.com/legal/privacy-policy>

You can unsubscribe from our mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at jerri@LightenUpandThrive.com

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

Third-party links

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

COMPLIANCE WITH GDPR AND OTHER PRIVACY REGULATIONS

We comply with regulations outlined in the General Data Protection Regulation as well as other regulations, included those detailed below.

California Online Privacy Protection Act (CalOPPA)

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or

company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to CalOPPA we agree to the following:

Users can visit our site anonymously.

Our Privacy Policy is accessible through a link on our homepage.

Users will be notified of any privacy policy changes on our Privacy Policy page.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients

the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions.
- Process orders and to send information and updates pertaining to orders.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM we agree to the following:

- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

Disclaimer

The contents of this site are not a replacement for therapy or medical advice. If you are feeling like you could use some extra support, please seek out a professional in your area. We also do not guarantee any specific results based on completing our programs.

Contacting Us

If you have any questions regarding this privacy policy, you may contact us using the information below:

Dr. Jerri Eddington – jerri@LightenUpandThrive.com