

**Healthy. Strong. Beautiful.**  
**Privacy Policy, Terms & Conditions**  
**And Program Policies**

**PRIVACY POLICY**

**What information do we collect?**

We collect information from you when you register on the site, place an order, enter a contest or sweepstakes, respond to a survey or communication such as e-mail, or participate in another site feature.

When ordering or registering, we may ask you for your name, e-mail address, mailing address, phone number, credit card information or other information. You may, however, visit our site anonymously.

Like many websites, we use cookies to enhance your experience and gather information about visitors and visits to our websites. Please refer to the Do We Use Cookies section below for information about cookies and how we use them.

**How do we use your information?**

We may use the information we collect from you when you register, purchase products, enter a contest or promotion, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests. To quickly process your transactions.

- To administer a contest, promotion, survey or other site feature.

If you have opted-in to receive any of our program announcements by email, we will send you educational and marketing emails.

If you would no longer like to receive promotional emails from us, please refer to the “How can you opt-out, remove or modify information you have provided to us?” section below.

If you have not opted-in to receive emails about programs, you will not receive these emails. Visitors who register or participate in other site features such as marketing programs and ‘members-only’ content will be given a choice whether they would like to be on our email list and receive email communications from us.

As you browse **Healthy. Strong. Beautiful.** sites, advertising cookies will be placed on your computer so we can understand what you are interested in.

### **How do we protect visitor information?**

We implement a variety of security measures to maintain the safety of your personal information. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. When you place orders or access your personal information, we offer the use of a secure server. All sensitive/credit information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be only accessed as stated above.

## **Do we disclose the information we collect to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice, except as described below. It does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

## **How can you opt-out, remove or modify information you have provided?**

To modify your email subscriptions, you can find an unsubscribe link at the bottom of each email. Please note that due to email production schedules you may receive any emails already in production. Please note that we may maintain information about an individual sales transaction in order to service that transaction and for record keeping.

## **Do we use third party links?**

In an attempt to provide you with increased value, we may include third party links on our site. These linked 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 linked sites (including if a specific link does not work).

### **What happens if we make changes to our policy?**

If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change. This policy was last modified on January 1, 2025..

### **What about questions and feedback?**

We welcome your questions, comments, and concerns about privacy. Please send us any and all feedback pertaining to privacy, or any other issue.

### **Statement: Online Policy Only.**

This online privacy policy applies only to information collected through our website and not to information collected offline.

## **TERMS AND CONDITIONS POLICY**

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS OF USE CAREFULLY BEFORE USING ANY WEBSITES ASSOCIATED WITH **Healthy. Strong. Beautiful.** All users of these sites agree that access to and use of this site is for personal use and is subject to the following terms and conditions and other applicable law. If you do not agree to these terms and conditions, please do not use these sites.

### **Terms and Conditions:**

The Website Standard Terms And Conditions contained herein on this webpage shall govern your use of this Website, including all pages within this Website (collectively referred to herein below as this “Website”). These Terms

apply in full force and effect to your use of these Websites and by using these Websites, you expressly accept all terms and conditions contained herein in full. You must **not** use these Websites, if you have any objection to any of these Website Standard Terms And Conditions.

**Copyright:**

The entire content included in these Websites including but not limited to text, graphics or code is copyrighted as a collective work under the United States and other copyright laws, and is the property of **Healthy. Strong. Beautiful.**

The collective work includes works that are licensed to **Healthy. Strong. Beautiful.**, ALL RIGHTS RESERVED. Permission is granted to electronically copy and print hard copy portions of these Websites for the sole purpose of placing an order with **Healthy. Strong. Beautiful.**, or purchasing products from **Healthy. Strong. Beautiful.**

You may display and, subject to any expressly stated restrictions or limitations relating to specific material, download or print portions of the material from the different areas of these Websites solely for your own non-commercial use, or to place an order with **Healthy. Strong. Beautiful.** or to purchase products. Any other use, including but not limited to the reproduction, distribution, display or transmission of the content of these Websites is strictly prohibited, unless authorized by **Healthy. Strong. Beautiful.** You further agree not to change or delete any proprietary notices from materials downloaded from the Websites.

**Trademarks:**

All trademarks, service marks and trade names of **Healthy.Strong. Beautiful.** used on the Websites are trademarks or registered trademarks of **Healthy. Strong. Beautiful.**

**Warranty:**

This Website and the materials and products on this Website are provided “as is” and without warranties of any kind, whether expressed or implied. To the fullest extent permissible pursuant to applicable law, **Healthy. Strong. Beautiful.**

disclaims all warranties, express or implied, including, but not limited to, implied warranties of merchantability for a particular purpose and non-infringement. **Healthy. Strong. Beautiful.** does not represent or warrant that the functions contained in the Websites will be uninterrupted or error-free, that the defects will be corrected, or that these Websites or the server that makes the Websites available are free of viruses or other harmful components. **Healthy. Strong. Beautiful.** does not make any warranties or representations regarding the use of the materials on these Websites in terms of their correctness, accuracy, adequacy, usefulness, timeliness, reliability or otherwise.

**Medical Disclaimer:****HEALTHY. STRONG. BEAUTIFUL. CONTENT DOES NOT PROVIDE MEDICAL ADVICE.**

The information, including but not limited to text, video, audio, graphics, live video or comments (‘CONTENT’) and any other material contained in on this site are for informational purposes only. No CONTENT published or verbally provided is intended to be a substitute for professional medical advice, diagnosis, or treatment. Always, seek the advice of your medical professional or qualified healthcare provider with any questions you may have regarding a medical condition or treatment and before undertaking a new health care regimen. Never disregard professional medical advice or delay in seeking it because of something you read on this site. Nurses working with **Healthy. Strong. Beautiful.** provide coaching and education and are not practicing in the role and scope of registered nurses.

**Limitation of Liability:**

**Healthy. Strong. Beautiful.** shall not be liable for any special or consequential damages that result from the use of, or the inability to use, the materials on this Website or the performance of the products, even if **Healthy. Strong. Beautiful.** has been advised of the possibility of such damages. Applicable law may not allow the limitation of exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to you.

**For Educational and Informational Purposes Only:**

The information provided in or through these Websites are for educational and informational purposes only and solely as a self-help tool for your own use.

**Personal Responsibility:**

You aim to accurately represent the information provided to us on or through our Websites. You acknowledge that you are participating voluntarily in using our Websites and that you are solely and personally responsible for your choices, actions and results, now and in the future. You accept full responsibility for the consequences of your use, or non-use, of any information provided on or through these Websites, and you agree to use your own judgment and due diligence before implementing any idea, suggestion or recommendation from our Websites to your life, family or business.

**Code of Conduct:**

You may not use **Healthy. Strong. Beautiful.** for any illegal or unauthorized purpose. In addition to the laws of Kentucky and the United States you also agree to comply with all local laws that apply to your use of the Websites. You may not use the Websites in any manner which could disable, overburden,

damage, or impair the Websites, or interfere with any other party's use and enjoyment of the Websites. You agree that you are responsible for your own conduct and communications while using the Websites and for any consequences of that use. You agree that when using the Websites, you will not post or upload any inappropriate, promotional, defamatory, destructive, obscene, or unlawful content; defame, abuse, harass, or otherwise violate the legal rights (such as rights of privacy and publicity) of others or upload dangerous or harmful files. **Healthy. Strong. Beautiful.** reserves the right to remove individuals from our community in instances of misconduct.

#### **No Guarantees:**

**Healthy. Strong. Beautiful.** is meant to support and assist you in reaching your own goals and your success depends primarily on your own effort, motivation, commitment and follow-through. **Healthy. Strong. Beautiful.** cannot predict and does not guarantee that you will attain a particular result, and you accept and understand that results differ for each individual. Each individual's results depend on her unique background, dedication, desire, motivation, actions, and numerous other factors. You fully agree that there are no guarantees as to the specific outcome or results you can expect from using the information you receive on or through these Websites.

#### **Purchases and Subscriptions:**

If you wish to purchase any product or service made available through the Website ("Purchase"), you may be asked to supply certain information relevant to your Purchase including, without limitation, your name, phone number, email address, physical address, credit card information and geographic location. Please view our Privacy Policy for more information on how we use your personal information. Some parts of the **Healthy. Strong. Beautiful.** programming may be billed on a payment plan basis. You will be

billed in advance on a recurring basis as per the payment plan agreement.

**Indemnification and Release of Claims:**

You hereby fully and completely hold harmless, indemnify and release **Healthy. Strong. Beautiful.** and any of its agents, consultants, affiliates, team members, joint venture partners, employees, shareholders, directors, staff, team members, or anyone otherwise affiliated with the business from any and all causes of action, allegations, suits, claims, damages, or demands whatsoever, in law or equity, that may arise in the past, present or future that is in any way related to our Websites.

**Errors and Omissions:**

Although every effort is made to ensure the accuracy of information shared on or through these Websites, the information may inadvertently contain inaccuracies or typographical errors. You agree that **Healthy. Strong. Beautiful.** is not responsible for the views, opinions, or accuracy of facts referenced on or through the Websites, or of those of any other individual or company affiliated with **Healthy. Strong. Beautiful.** in any way. Because scientific, technology and business practices are constantly evolving, you agree that **Healthy. Strong. Beautiful.** is not responsible for the accuracy of our Websites, or for any errors or omissions that may occur.

**No Endorsement:**

References or links in our Websites to the information, opinions, advice, programs, products or services of any other individual, business or entity does not constitute our formal endorsement of **Healthy. Strong. Beautiful.** and is merely sharing information for your own self-help. **Healthy. Strong. Beautiful.** is not responsible for the Website content, blogs, e-mails, videos, social media, programs, products and/or services of any other person, business or entity that may be linked or referenced in our Websites. Conversely, should

our Websites link appear in any other individuals, businesses or entities Websites, program, product or services, it does not constitute our formal endorsement of them, their business or their Website either.

**Affiliates:**

From time to time, we may promote, affiliate with, or partner with other individuals or businesses whose programs, products and services align with ours. There may be instances when we promote, market, share or sell programs, products or services for other partners and in exchange we may receive financial compensation or other rewards. **Healthy. Strong. Beautiful.** is highly selective and only promotes the partners whose programs, products and/or services we respect. At the same time, you agree that any such promotion or marketing does not serve as any form of endorsement whatsoever. You are still required to use your own judgment to determine that any such program, product or service is appropriate for you. You are assuming all risks, and you agree that **Healthy. Strong. Beautiful.** is not liable in any way for any program, product or service that we may promote, market, share or sell on or through our Website.

**Variation:**

**Healthy. Strong. Beautiful.** shall have the right in its absolute discretion at any time and without notice to amend, remove or vary the Services and/or any page of this Website.

**Complaints:**

**Healthy. Strong. Beautiful.** offers support to our clients a complaints handling procedure which we will use to try to resolve disputes when they first arise, with a solution that is mutually agreeable to both the client and **Healthy. Strong. Beautiful.** Please let us know if you have any complaints or comments

at drburton@healthystrongbeautiful.org.

**Severability:**

If any provision of these Terms is found to be unenforceable or invalid under any applicable law, such unenforceability or invalidity shall not render these Terms unenforceable or invalid as a whole, and such provisions shall be deleted without affecting the remaining provisions herein.

**Entire Agreement:**

These Terms, including any legal notices and disclaimers contained on this Website, constitute the entire agreement between **Healthy. Strong. Beautiful.** and you in relation to your use of this Website, and supersede all prior agreements and understandings with respect to the same.

By using our Websites you are agreeing to all parts of the above Disclaimer. If you have any questions about this Disclaimer, please contact us.

**Testimonial and use of testimonial policy:**

By submitting the testimonial form you are agreeing to allow **Healthy. Strong. Beautiful.** to use your testimonial for marketing purposes on all **Healthy. Strong. Beautiful.** websites and social media pages. You agree to allow **Healthy. Strong. Beautiful.** to adjust the testimonial in any way we see fit without your written permission or consent.

**PROGRAM POLICIES**

**Refund Policy:**

After the purchase of any **Healthy. Strong. Beautiful.** program including but not limited to **Aging in Reverse: 5 Points to Turn Back the Clock**, is complete,

there are no refunds provided. All payments must be made according to the payment schedule.

### **Ongoing Access Policy:**

You have ongoing access to the **Aging in Reverse: 5 Points to Turn Back the Clock** content hub. That means that after your program timeframe is complete, you will retain access to the content hub. After your program timeframe is complete, you will be removed from the program Facebook group and access to coaching will cease. NOTE: any unused 1:1 coaching calls will no longer be available for use after the program timeframe is complete.

### **Monthly Payment Plan Policy:**

If you are on a monthly payment plan, you are required to complete all of your monthly payments regardless of your activity in **Aging in Reverse: 5 Points to Turn Back the Clock**. Failure to complete your monthly payments may result in denied access to your content hub and coaching.

### **Declined Payment Policy:**

As a client in the **Aging in Reverse: 5 Points to Turn Back the Clock** you are required to complete all of your payments. You have 5 business days from the date of the payment decline to bring your account into good standing. Failure to bring your account into good standing may result in denied access to your content hub and coaching.

### **1:1 Call Cancellation, Reschedule and No Show Policy:**

**Healthy. Strong. Beautiful.** requires 1 business day notice to cancel or reschedule a 1:1 coaching session. We understand that emergencies occur and will be treated on a case by case basis. If you have a 1:1 coaching session scheduled and do not show up for your scheduled appointment, you will have

1 opportunity to reschedule. If you do not show up for that scheduled session you will forfeit the session and will not be able to rebook it.

### **Hours of Operation**

**Healthy. Strong. Beautiful** offers the following hours of operation: Monday – Friday, from 10:00 am ET to 6:00 PM ET. All client communication will be responded to within 1 business day or sooner during regular business hours. This includes responses inside of Facebook groups.