

PRIVACY POLICY

SHIFT Menopause Simplified™

Effective Date: August 23, 2026

SHIFT Menopause Simplified™ (“SHIFT,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, how we protect it, and the choices available to you when you visit our website, purchase our products or services, participate in our programs, or communicate with us.

1. Information We Collect

We may collect information you voluntarily provide to us, including:

- Name, email address, phone number, and mailing address
- Account or program registration information
- Information submitted through forms, questionnaires, assessments, surveys, or consultations
- Health, wellness, nutrition, exercise, lifestyle, menopause, symptom, and goal-related information you choose to provide
- Communications with SHIFT, including email and text messages
- Testimonials, reviews, or feedback you voluntarily submit
- Purchase and transaction information

Payment information may be processed by third-party payment processors. SHIFT may not directly store your complete credit or debit card information.

We may also automatically collect certain technical information when you use our website, such as your IP address, browser type, device information, pages visited, referring website, and information collected through cookies or similar technologies.

2. How We Use Your Information

We may use your information to:

- Provide and personalize SHIFT programs, coaching, educational materials, assessments, and recommendations
- Process purchases and administer your account
- Deliver course materials, videos, resources, emails, and text messages you have requested or agreed to receive

- Schedule and conduct consultations or coaching sessions
- Respond to questions and provide customer support
- Improve our website, programs, products, and services
- Send educational, promotional, or marketing communications where permitted by law
- Maintain business and transaction records
- Protect our business, users, website, and services from fraud, misuse, or security threats
- Comply with applicable legal and regulatory requirements

3. Health and Wellness Information

SHIFT programs may allow you to voluntarily provide information about your health, menopause symptoms, nutrition, exercise, medications, supplements, laboratory results, lifestyle, or wellness goals.

We use this information to provide the services you request and to personalize your SHIFT experience.

SHIFT provides health and wellness education and coaching and is not a medical provider. Information submitted to SHIFT should not be considered a substitute for medical care, diagnosis, or treatment.

SHIFT is not representing that its services or website constitute a HIPAA-covered medical service. Information you provide to SHIFT may therefore not be protected under HIPAA in the same manner as information you provide to a physician, hospital, or other HIPAA-covered healthcare provider.

4. Text Messages and Email

If you provide your phone number or email address and consent to communications, we may use them to deliver program content, appointment information, educational materials, reminders, updates, or marketing communications.

You may unsubscribe from marketing emails by using the unsubscribe link provided in the message.

You may opt out of promotional text messages by replying **STOP**. Message and data rates may apply.

We do not sell or share your consent to receive text messages with third parties for their independent marketing purposes.

5. Cookies and Analytics

Our website may use cookies, pixels, analytics tools, and similar technologies to understand how visitors interact with our website, improve functionality, measure marketing effectiveness, and provide relevant advertising.

Depending on the technologies used on our website, third parties such as website hosting providers, analytics providers, advertising platforms, payment processors, or customer relationship management platforms may collect information in accordance with their own privacy policies.

You may be able to control cookies through your browser settings or other privacy controls available on our website.

6. How We Share Information

We may share personal information with service providers that help us operate our business, including providers of:

- Website hosting
- Payment processing
- Email and text-message delivery
- Customer relationship management
- Scheduling
- Course or membership delivery
- Analytics
- Advertising and marketing
- Cloud storage and other business technology

These providers may access information only as necessary to perform services on our behalf and subject to their applicable contractual and legal obligations.

We may also disclose information when required by law, to respond to valid legal requests, to protect our rights or safety, or in connection with a merger, acquisition, sale, or restructuring of the business.

SHIFT does not sell your personal health or wellness information.

7. Data Security

We use reasonable administrative, technical, and organizational safeguards intended to protect personal information from unauthorized access, disclosure, alteration, or destruction.

However, no website, electronic transmission, or storage system can be guaranteed to be completely secure.

8. Data Retention

We retain personal information for as long as reasonably necessary to provide our services, maintain appropriate business records, fulfill the purposes described in this Privacy Policy, resolve disputes, enforce agreements, and comply with applicable legal obligations.

9. Your Privacy Choices

Depending on where you live and applicable law, you may have rights regarding your personal information, which may include the ability to request:

- Access to certain personal information we maintain about you
- Correction of inaccurate information
- Deletion of certain personal information
- Information regarding how your data is used or disclosed
- Withdrawal of certain consents
- Opt-out from certain marketing or data-processing activities

To submit a privacy request, contact us using the information provided below. We may need to verify your identity before completing certain requests.

10. Children's Privacy

SHIFT Menopause Simplified™ is intended for adults and is not directed to children under 13.

We do not knowingly collect personal information from children under 13. If we learn that such information has been collected, we will take reasonable steps to delete it.

11. Third-Party Websites

Our website may contain links to third-party websites, products, platforms, or services. SHIFT is not responsible for the privacy practices, security, or content of third-party websites.

We encourage you to review the privacy policies of any third-party services you use.

12. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business, technology, services, or applicable law.

When changes are made, the updated Privacy Policy will be posted on our website with a revised effective date.

13. Contact Us

If you have questions about this Privacy Policy or would like to submit a privacy request, please contact:

SHIFT Menopause Simplified™

Stacy Gaucys

Texas, United States

Email: SHIFTmenopause@gmail.com

Website: shiftmenopause.com

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