

PRIVACY POLICY

One Shift Mastery, LLC

Effective Date: April 8, 2026 | Last Updated: July 1, 2026

One Shift Mastery, LLC ("Company," "we," "us," or "our"), operated by Vernessa Henderson, is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website oneshiftmastery.com, register for our programs, or interact with us through any of our platforms.

Please read this policy carefully. If you disagree with its terms, please discontinue use of our site and services. This Privacy Policy is incorporated into and made part of our Terms of Service, which can be reviewed at oneshiftmastery.com.

1. INFORMATION WE COLLECT

We collect information you voluntarily provide when you:

- Register for the 5-Day Momentum Masterclass, a paid live or in-person event, or any other program
- Complete forms or surveys on our website or funnels
- Contact us directly via email, phone, or messaging
- Attend an in-person event and provide information on a sign-in sheet or registration list

The information we collect may include:

- Full name
- Email address
- Phone number
- WhatsApp number (if provided)
- Business type or professional role
- How you heard about us
- Survey and assessment responses
- Consent preferences for text and email communication

We may also automatically collect certain technical information when you visit our website, including:

- IP address
- Browser type and version
- Pages visited and time spent
- Referring website or source
- Device type (desktop, mobile, tablet)

2. HOW WE USE YOUR INFORMATION

We use the information we collect to:

- Confirm and manage your registration for our Masterclass, paid events, and programs
- Send you session reminders, Zoom links, replay links, and event updates
- Deliver your workbook and bonus materials
- Communicate with you via email, SMS, and WhatsApp based on your consent preferences
- Personalize your experience and tailor our content to your needs
- Respond to your questions and provide support
- Improve our website, content, and programs

- Send you marketing and promotional communications about upcoming events and offers, only if you have given explicit consent
- Comply with applicable legal obligations

3. TEXT MESSAGE COMMUNICATIONS

By providing your phone number and checking the consent boxes on our registration form, you agree to receive text messages from Vernessa Henderson / One Shift Mastery, LLC. We send two types of text messages:

NON-MARKETING MESSAGES

These include registration confirmations, session reminders, Zoom links, replay notifications, and program updates. These are transactional in nature and directly related to your registration.

MARKETING MESSAGES

These include special offers, upcoming events, new programs, and promotional updates. These are only sent if you have explicitly opted in by checking the marketing consent box.

CONSENT IS NOT A CONDITION OF PURCHASE. You are not required to consent to receive marketing text messages as a condition of registering for or purchasing any free or paid program offered by One Shift Mastery, LLC.

Message Frequency: Message frequency may vary depending on your program participation.

Rates: Message and data rates may apply depending on your mobile carrier and plan.

To Opt Out: Reply STOP to any text message to unsubscribe. You will receive one confirmation message and no further marketing texts will be sent.

For Help: Reply HELP to any text message or email us at info@vernessahenderson.com.

4. EMAIL COMMUNICATIONS AND CAN-SPAM COMPLIANCE

All marketing emails sent by One Shift Mastery, LLC comply with the CAN-SPAM Act of 2003. In accordance with this law, we commit to the following:

- Every marketing email includes a clear and conspicuous mechanism to opt out of future commercial emails
- Opt-out and unsubscribe requests will be honored within 10 business days of receipt
- We do not use deceptive subject lines, misleading "from" names, or false headers in any email communication
- All commercial emails clearly identify themselves as such where required by law
- Our physical mailing address is included in all commercial email communications (see Section 12)

To opt out of marketing emails, click "Unsubscribe" in any email we send. Transactional emails related to your active program registration, such as Zoom links, session reminders, and access confirmations, may continue to be sent even after you unsubscribe from marketing communications, as they are necessary to deliver the service you registered for.

5. HOW WE SHARE YOUR INFORMATION

We do not sell, trade, or rent your personal information to third parties. We may share your information with trusted third-party service providers who assist us in operating our business, including:

- **Go High Level** — CRM, email automation, SMS, forms, and funnel management
- **Zoom** — live session delivery and recording
- **YouTube** — replay hosting (unlisted videos)
- **WhatsApp Business** — community communication and session reminders
- **Facebook / Meta** — advertising and private community group management
- **Stripe** — payment processing for paid programs
- **Lovable** — website hosting and landing pages

These providers are contractually obligated to keep your information confidential and use it only to provide services on our behalf. We may also disclose your information if required by law, court order, or governmental authority.

6. DATA RETENTION

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements. If you request deletion of your data, we will honor that request within 30 days, subject to any legal retention requirements that may require us to maintain certain records.

7. YOUR PRIVACY RIGHTS

Depending on your location, you may have the following rights regarding your personal data:

- The right to access the information we hold about you
- The right to correct inaccurate information
- The right to request deletion of your data
- The right to withdraw consent for marketing communications at any time
- The right to opt out of text messages by replying STOP
- The right to opt out of emails by clicking Unsubscribe in any email we send

To exercise any of these rights, please contact us at info@vernessahenderson.com.

California Residents — CCPA and CPRA

Under the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA), California residents have additional rights, including:

- The right to know what categories and specific pieces of personal information we collect, use, disclose, and sell
- The right to delete personal information we hold about you
- The right to correct inaccurate personal information
- The right to limit the use and disclosure of sensitive personal information
- The right to opt out of the sale or sharing of personal information (we do not sell your data)
- The right to non-discrimination for exercising your privacy rights

To submit a CCPA/CPRA request, please contact us at info@vernessahenderson.com with the subject line "California Privacy Request."

EU and EEA Residents — GDPR

If you are accessing our services from the European Union or European Economic Area, you may have additional rights under the General Data Protection Regulation (GDPR), including the right to data portability, the right to restrict processing of your personal data, the right to object to processing, and the right to lodge a complaint with a supervisory authority in your country of residence. To exercise your GDPR rights, please contact us at info@vernessahenderson.com.

International Visitors

If you are accessing our website from outside the United States, please be aware that your information may be transferred to and processed in the United States, which may have different data protection laws than your country of residence. By using our services, you consent to this transfer.

8. COOKIES AND TRACKING TECHNOLOGIES

Our website and platforms may use cookies and similar tracking technologies to enhance your experience, analyze site traffic, and support our advertising efforts, including Facebook Pixel. You may disable cookies through your browser settings. Note that some features of our website may not function properly if cookies are disabled.

Do Not Track: Our website does not currently respond to "Do Not Track" (DNT) browser signals. If you wish to limit tracking, you may adjust your browser privacy settings or use a browser extension designed to block tracking technologies.

9. CHILDREN'S PRIVACY

Our services are intended exclusively for individuals 18 years of age or older. We do not knowingly collect personal information from anyone under the age of 18, in compliance with the Children's Online Privacy

Protection Act (COPPA), 15 U.S.C. § 6501 et seq. If we become aware that we have inadvertently collected personal information from a minor, we will delete it promptly. If you believe we have collected information from a minor, please contact us immediately at info@vernessahenderson.com.

10. SECURITY

We implement reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the internet or method of electronic storage is 100% secure. We cannot guarantee the absolute security of your data, and you use our services and share information with us at your own risk.

Data Breach Notification

In the event of a data breach affecting your personal information, we will notify you and any applicable regulatory authorities as required by applicable state and federal law. Notification will be provided in a timely manner, consistent with the legitimate needs of law enforcement and any measures necessary to determine the scope of the breach and restore the integrity of our systems.

11. CHANGES TO THIS POLICY

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with an updated effective date. Your continued use of our services after any changes are posted constitutes your acceptance of the updated policy. We will make reasonable efforts to notify registered users of material changes via email.

12. CONTACT US

If you have questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us:

Company:	One Shift Mastery, LLC
Attention:	Vernessa Henderson
Email:	info@vernessahenderson.com
Website:	oneshiftmastery.com
Mailing Address:	30 N Gould Street, Suite R, Sheridan, WY 82801

© 2026 One Shift Mastery, LLC. All rights reserved.