

PRIVACY POLICY

This Privacy Policy explains how Tatyana Dumay, a California sole proprietor ("Tatyana Dumay," "we," "us," or "our"), collects, uses, discloses, stores, and protects personal information when you use our Services.

This Privacy Policy applies to tatyanaadumay.com and its current and future subdomains, landing pages, funnels, and related webpages; our coaching and educational programs; consultation and scheduling activities; email communications; public and private Facebook communities; and other services that link to or reference this Privacy Policy (collectively, the "Services").

Our Services focus on holistic health coaching, wellness education, Reiki-based wellness practices, and self-care instruction. They may include teaching self-massage techniques that participants perform on themselves. We do not provide hands-on massage therapy through these Services.

Because our Services relate to health and wellness, you may voluntarily discuss sensitive health-related information with us. We intentionally minimize the health information we retain. Depending on where you live, additional disclosures may apply under our Washington Consumer Health Data Privacy Policy or Nevada Consumer Health Data Privacy Notice, each available on our Website.

In this Policy, "personal information" means information that identifies, relates to, describes, or can reasonably be linked with an individual, as that term or a similar term is defined under applicable privacy law. Some provisions of this Policy apply only to people in particular jurisdictions. Unless a section states otherwise, this Policy applies generally to all users of the Services regardless of location.

1. Information We Collect

Information You Provide Directly

Depending on how you interact with us, you may provide information such as:

- Name, email address, phone number, and other contact information.
- Information submitted when you request a checklist, lead magnet, consultation, program information, or other resource.
- Scheduling information for consultation calls, coaching sessions, or group sessions.
- Enrollment, purchase, and transaction-related information.
- Messages, questions, feedback, survey responses, or other communications you choose to send us.
- Information you voluntarily share in a private Facebook group or during a coaching or group discussion.
- Testimonial, photograph, video, voice, or other content that you separately authorize us to use.

Health and Wellness Information

During private coaching, consultation, Reiki-related wellness sessions, or group discussions, you may choose to share health-related information such as surgery history, number of surgeries, symptoms, active medical issues, or other information relevant to whether a self-care or self-massage technique is appropriate for you.

We do not routinely maintain detailed medical histories or medical records. When reasonably necessary for safety and continuity of coaching, we may retain a minimal safety or contraindication note linked to you, such as a restriction, precaution, or need for medical clearance. We seek to avoid retaining the underlying diagnosis or detailed medical narrative unless it is reasonably necessary for a legitimate purpose.

Please do not send medical records, detailed diagnoses, or other highly sensitive health information through public website forms, ordinary marketing forms, public social media, or other channels that are not specifically intended for that purpose.

Payment Information

Payments are processed by Stripe. We do not directly collect or store your full payment card number or banking credentials. We may receive limited transaction information such as your name, email address, amount paid, payment status, and other details needed to administer your purchase or enrollment.

Information Collected Automatically

When you use our Website, funnels, emails, or other online Services, we or our service providers may automatically receive technical information such as IP address, browser type, device type, operating system, referring page, approximate location derived from IP address, pages viewed, timestamps, and general usage or engagement information. Depending on applicable law, some of this information may be considered personal information even when it does not identify you by name.

Information from Third-Party Platforms

If you interact with us through Facebook, YouTube, Google, Zoom, or another third-party platform, we may receive information you choose to provide through that platform, such as your name, profile information, messages, comments, responses, or scheduling details. We may also receive limited information from service providers that support the Services, such as payment status from Stripe, scheduling details from Google Calendar, and funnel, form, email, or engagement information from Mastermind.com. Those providers process information under their own privacy policies and terms.

2. How We Use Personal Information

We use personal information for purposes that include:

- Providing requested checklists, resources, consultations, coaching, educational materials, programs, and community access.
- Scheduling and administering calls, group sessions, enrollments, purchases, and client support.
- Communicating with you about appointments, program logistics, resources, and service-related matters.
- Sending educational and marketing emails when permitted by law and consistent with your communication choices.
- Supporting safe self-care and self-massage instruction, including maintaining minimal safety or contraindication notes when reasonably necessary.
- Responding to questions, feedback, complaints, privacy requests, or other communications.
- Improving our Services, educational materials, website experience, and business operations.
- Maintaining appropriate business, tax, accounting, insurance, legal, and dispute-resolution records.
- Protecting the security and integrity of our Services, clients, communities, and business.
- Complying with applicable laws and lawful requests.

We do not use health-related information for targeted advertising, cross-context behavioral advertising, or unrelated marketing. We do not sell consumer health data.

Where applicable law requires a legal basis for processing, we may rely on consent, performance of a contract or requested service, compliance with legal obligations, and our legitimate interests in operating, protecting, and improving the Services, as permitted by law.

3. Email and Marketing Communications

We may send service-related emails, appointment information, program updates, and other communications needed to provide the Services. We may also send educational or promotional emails if you have subscribed or if applicable law otherwise permits us to do so.

You may opt out of marketing emails at any time by using the unsubscribe link in the email or by contacting us. Opting out of marketing does not prevent us from sending non-promotional communications that are reasonably necessary for an active purchase, program, appointment, legal matter, or privacy

request. We may retain a minimal suppression record, such as your email address and opt-out status, so that we can honor your request and avoid sending future marketing messages.

4. How We Disclose Personal Information

We do not sell or rent personal information. We may disclose personal information only as reasonably necessary for the purposes described in this Policy, including to the following categories of recipients:

- Website, domain, and email providers, including GoDaddy and Microsoft 365, for website hosting, domain services, and business email.
- Business-platform providers, including Mastermind.com, for funnels, lead magnets, forms, marketing email, CRM functions, client access, and related business operations.
- Payment processors, including Stripe, to process purchases and payments.
- Scheduling and productivity providers, including Google services such as Google Calendar.
- Video-conferencing providers, including Zoom, for consultation calls, coaching, and live group sessions.
- Social, community, and public-content platforms, including Meta/Facebook and YouTube when used, for public-facing educational content, community engagement, and related communications.
- Video-hosting providers, including Vimeo, for educational course content and other non-client-specific educational videos.
- Professional advisers, insurers, accountants, attorneys, or other parties when reasonably necessary for legal, insurance, tax, accounting, or business-protection purposes.
- Government authorities, courts, or other parties when disclosure is required by law or reasonably necessary to protect legal rights, safety, or security.
- A successor or potential successor in connection with a business reorganization, sale, merger, or transfer, subject to applicable legal protections.

Our service providers may change over time. We seek to share only the information reasonably necessary for the relevant service or business purpose.

5. Cookies, Analytics, and Online Tracking

Our online Services may use cookies, local storage, server logs, and platform-provided analytics to operate the Services, remember preferences, understand general traffic, and improve functionality.

Our GoDaddy website provides a cookie notice that allows visitors to accept or decline non-essential tracking. At the time of this Policy, GoDaddy Advanced Tracking is disabled. Our Mastermind funnels may still provide platform-level analytics and technical usage information, such as page views, device or browser information, IP address, referral information, and approximate location.

We do not intentionally use health information for advertising or retargeting. We also do not intentionally place advertising pixels or similar tracking technologies on private health discussions or coaching interactions.

Some browsers offer a "Do Not Track" (DNT) signal. Our Services do not currently take separate action in response to DNT signals. We do not currently sell personal information or share personal information for cross-context behavioral advertising under our own practices. If our tracking or advertising practices materially change, we will update this Policy and provide any legally required notice or choice mechanisms.

6. Facebook Pages and Private Communities

We currently use Facebook in different ways, including a public business Page, separate private and hidden groups for current program cohorts, and a separate alumni community for program graduates. Access rules and purposes differ by community.

Information posted on our public Facebook Page may be visible publicly. Information posted in a private Facebook group may be visible to other members of that group and to Meta/Facebook according to the platform's rules and privacy practices.

We may establish community guidelines prohibiting members from recording, screenshotting, copying, or redistributing another member's personal story, health information, image, or comments. However, we cannot guarantee that another participant will follow those rules. Please share only what you are comfortable sharing with the members of that particular community.

7. Session Recordings

One-to-one coaching and consultation sessions are not routinely recorded. During group programs, we may record the educational or instructional portion of a session so that enrolled participants in the applicable cohort can review the material.

Personal sharing, individualized coaching, and health-related discussion portions of group sessions are not intended to be recorded. When recording occurs, participants will be informed through the session interface, program materials, or a separate recording and participation consent. Educational recordings are intended to be shared only with the audience identified at the time of recording, such as the applicable private cohort group.

We may also create and host pre-recorded educational videos, including content about self-care, physical activity, nutrition, cooking, sauna use, and other general wellness topics. These materials are not intended to contain private client information.

8. Testimonials and Media

We use testimonials, photographs, video, voice recordings, or other client content for marketing or educational purposes only after receiving appropriate permission. Where a testimonial includes sensitive health information, we may recommend removing unnecessary medical details and focusing on the client's experience with the program, support, education, or self-care practices.

A testimonial authorization may be separate from this Privacy Policy and may describe the specific content, media, and uses approved by the client. If you later ask us to stop future use of a testimonial, we will make reasonable efforts to discontinue future use, although we may not be able to recall copies that were lawfully distributed before withdrawal.

9. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy, taking into account the nature and sensitivity of the information, the purpose of processing, and applicable legal, tax, accounting, insurance, contractual, and dispute-resolution requirements.

Our retention approach generally seeks to minimize sensitive information. We do not routinely retain full recordings of private coaching discussions or detailed medical histories. Minimal safety or contraindication notes may be retained for continuity of coaching and legitimate legal or insurance purposes. Educational recordings that do not contain private client information may be retained for as long as they remain useful.

When information is no longer reasonably needed, we may delete, deidentify, aggregate, or otherwise securely dispose of it, subject to lawful backup, legal-hold, fraud-prevention, tax, accounting, insurance, and recordkeeping requirements. Some information may remain in backups for a limited period before being overwritten or deleted.

10. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. The safeguards we use are intended to be appropriate to the sensitivity of the information and the nature of our small business.

No website, email system, cloud service, or internet transmission can be guaranteed to be completely secure. If we become aware of a privacy or security incident, we will evaluate and respond to it in accordance with applicable law.

11. International Users and Cross-Border Processing

We are based in California, United States, and our Services may be available to people in Canada and other countries. If you use the Services from outside the United States, your personal information may be transferred to, stored in, or processed in the United States or other countries where our service providers operate.

Privacy and data-protection laws differ between countries. Where applicable law requires specific protections, consent, contractual safeguards, or other transfer mechanisms, we will seek to use an appropriate lawful mechanism. Our service providers may also maintain their own international-transfer mechanisms and privacy commitments.

12. Your Privacy Rights and Choices

Depending on where you live and which privacy laws apply, you may have rights concerning your personal information. These may include the right to:

- Ask whether we hold personal information about you and request access to it.
- Request correction of inaccurate or incomplete information.
- Request deletion of certain personal information.
- Withdraw consent for future processing where processing is based on consent, subject to legal or contractual limitations.
- Object to or request restriction of certain processing where applicable.
- Request a portable copy of certain information where applicable.
- Opt out of marketing communications.
- Complain to an applicable privacy or data-protection authority where that right exists.

To exercise a privacy right, contact us at contact@tatyanaadumay.com. We may need to verify your identity before completing a request. Where applicable law allows you to use an authorized agent, we may request reasonable proof of the agent's authority and may also verify your identity directly. We will respond within the time required by applicable law.

For rights specifically relating to consumer health data, Washington consumers should review our Washington Consumer Health Data Privacy Policy, and Nevada consumers should review our Nevada Consumer Health Data Privacy Notice. These documents are available on our Website.

13. California Residents

California residents may have rights under California privacy laws. California's Online Privacy Protection Act (CalOPPA) requires certain disclosures for commercial websites and online services that collect personal information from California consumers, including information about online tracking practices.

If the California Consumer Privacy Act, as amended (CCPA), applies to our business, California residents may have additional rights such as rights to know/access, correct, delete, opt out of sale or sharing, limit certain uses of sensitive personal information where applicable, and be free from unlawful discrimination for exercising privacy rights.

Under our current practices, we do not sell personal information and do not share personal information for cross-context behavioral advertising. If those practices change, we will provide any notice, links, and opt-out mechanisms required by applicable law.

14. Children's Privacy

Our coaching, programs, and communities are intended for adults age 18 and older. We do not knowingly collect personal information from children under 18 through these Services. If we learn that we have collected personal information from a child in a manner not permitted by law, we will take reasonable steps to delete it.

15. Nature of the Services; Health, Meditation, Movement, and Nutrition Disclaimer

Our Services provide holistic health coaching, education, Reiki-based wellness practices, and general wellness information. Tatyana Dumay is not a physician and does not practice medicine. The Services do not constitute medical care, medical diagnosis, psychotherapy or mental-health treatment, physical therapy, medical nutrition therapy, or other licensed medical treatment, and they are not a substitute for advice, diagnosis, or treatment from a qualified health-care professional.

Although Tatyana Dumay maintains an active massage-therapy license/certification and draws on prior professional experience in massage therapy, she does not provide hands-on massage therapy to clients through these Services. Self-massage techniques are taught for educational and self-care purposes and are performed by participants on themselves.

Reiki is offered as a complementary wellness and self-awareness practice. It is not medical care, does not diagnose or treat disease or injury, and is not a substitute for medical or mental-health care. Individual experiences vary, and no specific physical, emotional, or health outcome is promised or guaranteed.

If you are within the first 12 months after surgery, our movement- and self-massage-based programs may not be the right fit for this stage of your recovery. We encourage you to give your body time to heal and to discuss participation with your medical team. Meditation-centered and other non-physical programs may be a more appropriate option during this period, depending on your individual circumstances and the guidance of your physician or other qualified health-care professional.

Meditation, mindfulness, breathing, relaxation, and similar practices may be supporting components in some programs and the primary tools in other programs. They are offered as general wellness and self-awareness practices and are not psychotherapy or mental-health treatment. Participants are responsible for deciding whether a practice is appropriate for them and should stop and seek appropriate professional guidance if a practice causes significant distress, dizziness, pain, or other concerning symptoms.

Movement, stretching, posture, exercise, self-massage, sauna use, and other physical wellness practices may involve physical exertion and may not be appropriate for every person. Participants are responsible for evaluating their own condition, limitations, environment, and readiness; choosing an appropriate level of participation; following safety instructions; and stopping any practice that causes pain, dizziness, unusual shortness of breath, or other concerning symptoms.

Before beginning any program or practice offered through the Services, participants should consult their physician or other qualified health-care professional about whether participation is appropriate for their individual circumstances. Obtaining and following that guidance is the participant's responsibility. We do not routinely request, collect, or retain a physician's written clearance. Participants remain responsible for paying attention to their own limits and stopping any practice that feels unsafe or causes pain, dizziness, unusual shortness of breath, significant distress, or other concerning symptoms.

Nutrition, cooking, and food-related information provided through the Services is general educational information and is not individualized medical nutrition therapy, dietetic care, or a prescription for a particular diet. Individual nutritional needs and tolerances vary. Participants are responsible for evaluating whether nutrition recommendations are appropriate for their circumstances and should consult a physician, registered dietitian, or other qualified professional when medical conditions, allergies, dietary restrictions, or other health considerations may be relevant.

Participation in wellness practices is voluntary. You are responsible for the choices you make about whether and how to use information or recommendations provided through the Services. We do not

guarantee that any technique, practice, movement, nutrition recommendation, or other wellness information is suitable for every person or will produce a particular result.

Information you voluntarily provide to us is not necessarily protected in the same way as information maintained by a HIPAA-covered medical provider. We nevertheless treat health-related information as sensitive and seek to minimize, protect, and use it only for appropriate purposes described in this Privacy Policy and, where applicable, our Washington Consumer Health Data Privacy Policy or Nevada Consumer Health Data Privacy Notice.

This Privacy Policy primarily explains our handling of personal information. Your use of our Website and Services is also subject to our Terms & Conditions and Disclaimer, each available on our Website. Additional program-specific agreements, consent forms, community rules, or participation terms may apply to particular Services.

16. Third-Party Websites and Services

Our Services may contain links to, or integrate with, third-party websites and platforms such as GoDaddy, Mastermind.com, Stripe, Google, Zoom, Meta/Facebook, YouTube, Vimeo, and other providers. We are not responsible for the independent privacy practices, security, or content of third-party services. We encourage you to review their privacy notices before providing information directly to them.

17. Related Policies and Notices

This Privacy Policy should be read together with the following documents, as applicable. Each is available on our Website:

- Washington Consumer Health Data Privacy Policy
- Nevada Consumer Health Data Privacy Notice
- Terms & Conditions
- Disclaimer

Additional program-specific agreements, consent forms, community guidelines, or participation terms may apply to particular programs or Services. If a program-specific document conflicts with this Privacy Policy on a privacy matter, applicable law and the more specific privacy notice will control to the extent of the conflict.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our Services, technology, business practices, or legal requirements. The revised version will be identified by the "Updated" date shown at the end of this Policy. If a change materially affects how we use sensitive information, we will provide any additional notice or consent required by applicable law.

19. Contact Us

Tatyana Dumay is responsible for privacy matters for this sole-proprietor business. If you have a question, request, or concern about this Privacy Policy or our handling of personal information, please contact:

Tatyana Dumay
Email: contact@tatanadumay.com
Website: tatanadumay.com
Facebook: Natural Healing with Tatyana

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