

Website Privacy Policy

Pristine Formulations, LLC — Health Information & Marketing Platform

Effective Date: 29 August 2026 **Website:** pristineformulations.com **Contact:** info@pristineformulations.com

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1. Introduction

This Privacy Policy explains how

PRISTINE FORMULATIONS, LLC

collects, uses, shares, and protects your personal information when you visit or interact with our website at

pristineformulations.com (the Site).

Welcome to **Pristine Formulations, LLC**. We are a health-focused marketing and educational platform dedicated to providing information medications (such as semaglutide, tirzepatide, and similar therapies) and connecting individuals with healthcare resources that may support their weight management and metabolic health journeys as well as other nutraceuticals.

We are committed to protecting your personal information and your right to privacy. We understand that health-related data is among the most sensitive information a person can share, and we take that responsibility seriously. This Privacy Policy is designed to help you understand exactly what information we collect, why we collect it, how we use it, and what rights you have over it — written in plain English so that it is easy to understand, while remaining legally thorough.

This policy is effective as of August 29, 2026 and applies to all personal information collected through our website, email communications, online forms, surveys, quizzes, and any other interactions you have with us.

- **Important Notice About Our Site**

This website relates medications and health information. We operate as a **marketing and educational platform**, not as a healthcare provider, physician, or licensed medical professional. Any health information you provide to us is used solely for the purposes of personalizing your communications and connecting you with relevant educational resources and, where applicable, healthcare providers. We do not provide medical advice, diagnosis, or treatment. Always consult a qualified healthcare professional before starting any medication or treatment program.

By accessing or using our Site and submitting your information, you agree to the terms of this Privacy Policy. If you do not agree with any part of this policy, please discontinue use of our Site immediately.

2. Information We Collect

We collect information in three primary ways: information you give us directly, information collected automatically when you visit our Site, and information we receive from trusted third-party partners.

2a. Information You Provide Directly

When you fill out a form, take a quiz or survey, sign up for our email list, or otherwise interact with our Site, you may voluntarily provide us with the following types of information:

Personal Identification Information

- **Name** (first name, last name, or both)

- **Email address** (used to send you educational content and marketing communications)
- **Age range** (e.g., 18–34, 35–49, 50–64, 65+)
- **Gender** (as optionally provided by you)

Health-Related Information

Because our platform relates to medications and nutraceuticals, you may be asked to voluntarily provide health-related details to help personalize your experience and the information you receive. This may include:

- **Diagnosis type or health conditions** (e.g., Type 2 diabetes, obesity, pre-diabetes, metabolic syndrome)
- **BMI range** or self-reported weight category
- **Weight loss goals** (e.g., amount of weight you hope to lose, timeline)
- **Insurance type** (e.g., private insurance, Medicare, Medicaid, uninsured)
- **Current medications** or treatments you may already be using

Survey and Quiz Responses

- Responses to health assessment quizzes or eligibility screeners
- Lifestyle and dietary habit information
- Responses to satisfaction surveys or feedback forms

Communication Preferences

- Your preferred topics of interest (e.g., medication information, diet tips, success stories)
- Frequency preferences for email communications
- Whether you consent to being contacted by affiliated healthcare providers or advisors

Providing health-related information is always **optional**. However, providing this information allows us to personalize your communications and deliver content that is more relevant to your individual situation. You will never be required to share health information simply to receive general educational content.

2b. Information Collected Automatically

When you visit our Site, certain information is collected automatically through standard web technologies. This information helps us understand how visitors use our Site so we can improve it.

Technical and Device Information

- **IP address** (which may indicate your general geographic location)
- **Browser type and version** (e.g., Chrome, Firefox, Safari)
- **Device type** (e.g., desktop, mobile, tablet) and operating system

Usage Data

- **Pages visited** on our Site and the order in which you visited them
- **Time and date** of your visit and time spent on each page
- **Referral source** (how you arrived at our Site, such as a Google search, social media ad, or external link)
- Links clicked within the Site
- Form interactions (e.g., fields started but not completed)

Cookies and Tracking Technologies

We use cookies, pixel tags (also called tracking pixels), and web beacons to collect this information automatically. For a full explanation of how these technologies work and how you can control them, please see **Section 8 (Cookies & Tracking Technologies)** of this policy.

2c. Information from Third Parties

We may receive information about you from trusted third-party service providers and platforms we use to operate our business. These may include:

Email Marketing Platforms

- Platforms such as **Mailchimp, Klaviyo, ActiveCampaign**, or similar email service providers may share data with us about your email engagement, such as open rates, click-through rates, and unsubscribe actions.

Analytics Providers

- **Google Analytics** and similar analytics tools may provide us with aggregated or pseudonymized data about Site traffic, visitor behavior, and audience demographics to help us understand how our Site performs.

Advertising Platforms

- **Meta (Facebook/Instagram)** and **Google Ads** may provide us with information about how users interact with our advertisements, including clicks, conversions, and general audience data used for ad targeting and campaign optimization.
- These platforms may match data you have provided to us (such as your email address) with their own user databases for the purpose of targeted advertising, consistent with their own privacy policies.

3. How We Use Your Information

We use the information we collect only for legitimate, clearly defined purposes. We do not use your data in ways that you would not reasonably expect.

Specifically, we use your personal information for the following purposes:

Purpose	Description
Educational Communications	To send you educational content about GLP-1 medications, including how they work, eligibility criteria, potential benefits, clinical study summaries, and lifestyle tips that may complement treatment.
Personalized Email Marketing	To tailor email communications based on the health profile information you have provided, ensuring the content you receive is relevant to your individual situation, goals, and interests.
Website Improvement	To analyze how visitors use our Site so we can improve its content, navigation, performance, and user experience.
Legal Compliance	To comply with applicable laws, regulations, legal processes, or enforceable governmental requests, including data protection laws such as GDPR, CCPA, CASL, and CAN-SPAM.

Purpose	Description
Analytics & Campaign Performance	To analyze trends, monitor the effectiveness of our marketing campaigns, measure audience engagement, and make data-driven decisions to improve our services.
Healthcare Provider Connection	With your explicit prior consent only , to share your information with affiliated licensed healthcare providers, telehealth platforms, or patient advisors who may be able to assist you in exploring GLP-1 treatment options.
Fraud Prevention & Security	To detect, investigate, and prevent fraudulent activity, spam submissions, and other misuse of our Site.
Business Operations	To operate, maintain, and administer our platform, including customer service, technical support, and internal record-keeping.

Note on Health Information

When we use your health-related information to personalize communications, we do so solely to ensure the educational and marketing content we send you is relevant and appropriate. We do not use your health information to make decisions that have legal or similarly significant effects on you, nor do we use it for profiling in automated decision-making systems without your express consent.

4. Legal Basis for Processing (GDPR Compliance)

This section applies primarily to users located in the European Economic Area (EEA), the United Kingdom (UK), and other jurisdictions that require a defined legal basis for the processing of personal data.

Under the General Data Protection Regulation (GDPR) and equivalent laws, we must have a lawful basis for processing your personal information. We rely on the following legal bases:

4a. Consent

Where you have given us your **explicit, informed consent** to process your data, we rely on that consent as our legal basis. This applies to:

- Sending you marketing and educational emails about medications and nutraceuticals.
- Collecting and processing health-related information you voluntarily submit;
- Sharing your information with healthcare partners or providers; and
- Using cookies and tracking technologies for marketing and analytics purposes.

You have the right to withdraw your consent at any time without affecting the lawfulness of processing carried out before withdrawal. To withdraw consent, please contact us at info@pristineformulations.com or use the unsubscribe link in any email we send you.

4b. Legitimate Interests

We may process certain personal data where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests. Our legitimate interests include:

- Improving our website content and user experience;
- Analyzing aggregated usage data to understand audience trends;
- Detecting and preventing fraudulent or unauthorized activity; and
- Maintaining the security and integrity of our platform.

4c. Legal Obligation

We may process your personal data where we are required to do so to comply with a legal obligation, such as responding to a court order, government request, or regulatory requirement.

4d. Performance of Contract

Where you have entered into an agreement with us (for example, by signing up to receive our email communications), we may process your data to the extent necessary to perform that agreement, including delivering the content and services you have requested.

5. Health Information & HIPAA Notice

We handle all health-related information you share with us with the highest level of care and sensitivity. Please read this section carefully to understand the protections in place.

• HIPAA Status Disclosure

Pristine Formulations, LLC is a marketing and educational platform, not a healthcare provider, health plan, or healthcare clearinghouse. As such, we are generally **not a “covered entity”** as defined under the Health Insurance Portability and Accountability Act (HIPAA). The information you share with us is not considered Protected Health Information (PHI) under HIPAA in the traditional sense. However, we voluntarily commit to treating all health-related data you share with us with a level of sensitivity and protection that meets or exceeds HIPAA standards.

5a. How We Treat Health Information

Any health-related information you share with us — including your health conditions, BMI range, medication history, weight loss goals, and insurance information — is treated with heightened sensitivity. Specifically:

- Health information is stored separately and with additional access restrictions compared to general personal data;
- Access to health data is limited to authorized personnel only, strictly on a need-to-know basis;
- Health data is encrypted both in transit (using SSL/TLS protocols) and at rest;

- We conduct regular internal reviews of how health data is accessed, stored, and used; and
- We never use your health information to make automated decisions that affect your access to services or opportunities without your knowledge and consent.

5b. Health Information Is Never Sold

**WE DO NOT SELL, RENT, OR TRADE YOUR HEALTH INFORMATION TO ANY
THIRD PARTY — EVER.**

Your health information will never be sold to data brokers, third-party marketers, insurance underwriters, employers, pharmaceutical companies (for purposes other than those you consented to), or any other parties. It is used exclusively in accordance with the purposes stated in this Privacy Policy and only with your consent where required.

5c. Healthcare Provider Sharing

If you expressly consent to being connected with a licensed healthcare provider, telehealth platform, or patient advisor, we may share relevant information you have provided (such as your health profile and contact details) with that specific partner for the purpose of facilitating that connection. You will always be informed clearly before any such sharing occurs, and your consent will be obtained separately and explicitly.

6. How We Share Your Information

We do not share your personal information indiscriminately. Sharing is limited to the specific circumstances described below, and we take contractual and technical steps to protect your data whenever it is shared.

WE DO NOT SELL YOUR PERSONAL INFORMATION.

6a. Service Providers and Vendors

We share personal information with third-party service providers who assist us in operating our business and delivering our services. These providers are permitted to use your data only to provide services to us and are bound by written Data Processing Agreements (DPAs) that require them to protect your information in accordance with applicable law. Our service providers include:

- **Email marketing platforms** (e.g., Mailchimp, Klaviyo, ActiveCampaign) — to send and manage email communications;
- **Website hosting and cloud infrastructure providers** — to host and operate our Site;
- **Analytics providers** (e.g., Google Analytics) — to analyze Site usage and performance;
- **Customer relationship management (CRM) software** — to manage subscriber records and communication history; and
- **Cybersecurity and fraud prevention services** — to protect our platform from unauthorized access.

6b. Healthcare Partners

We may share your information with licensed healthcare providers, telehealth companies, or patient advisors who operate in the weight management or nutraceutical space, but **only with your explicit, prior, and separate consent**. You will always be told specifically who will receive your information and for what purpose before you are asked to consent. You may withdraw this consent at any time.

6c. Legal Requirements and Law Enforcement

We may disclose your personal information if required to do so by law or in good-faith belief that such action is necessary to:

- Comply with a legal obligation, court order, subpoena, or government request;
- Protect and defend the rights or property of Pristine Formulations, LLC;
- Prevent or investigate possible wrongdoing in connection with our Site; or
- Protect the personal safety of users of our Site or the public.

6d. Business Transfers

In the event that **Pristine Formulations, LLC** is involved in a merger, acquisition, asset sale, corporate reorganization, or similar business transfer, your personal information may be transferred as part of that transaction. If such a transfer occurs, we will notify you by email and/or a prominent notice on our website prior to your data being transferred and will inform you of any changes to this Privacy Policy that may result. The acquiring entity will be required to honor the terms of this Privacy Policy with respect to your information.

6e. Advertising Platforms

We may share hashed or pseudonymized data (such as hashed email addresses) with advertising platforms like Meta and Google Ads for the purpose of custom audience targeting, lookalike audience creation, and ad conversion tracking. This sharing is done using industry-standard hashing techniques that make it technically infeasible to reverse-engineer your original information. You can opt out of this type of sharing by contacting us at [\[CONTACT EMAIL\]](#).

7. Email Marketing & Communications

Our primary method of communication is email. We are committed to sending only relevant, welcomed communications and to making it easy for you to control what you receive and when.

7a. How You Opted In

You receive emails from us because you voluntarily submitted your email address through one of our website forms, quizzes, surveys, or landing pages, and checked a consent checkbox or otherwise affirmatively agreed to receive communications from us. We use an opt-in process, which means we will only send you marketing emails if you have given us your express permission to do so.

7b. Types of Emails You May Receive

Depending on your preferences and the information you have provided, the types of email communications you may receive from us include:

- **Educational emails** about how GLP-1 medications work, eligibility, costs, and clinical evidence;
- **Personalized health content** relevant to the health profile you provided (e.g., information relevant to your BMI range or health conditions);
- **Provider connection emails** if you consented to be connected with a healthcare provider;
- **Promotional emails** about relevant programs, products, or services that may support your health goals; and
- **Transactional emails**, such as confirmation of form submissions or changes to your preferences.

7c. Email Frequency

We aim to send emails at a frequency that provides value without being overwhelming. You can generally expect to receive **between 2 and 6 emails per month**, depending on your subscription preferences and the campaigns active at the time. Some onboarding sequences may send more

frequently in the first week following your sign-up. You can adjust your frequency preferences or unsubscribe at any time.

7d. How to Unsubscribe

Every marketing email we send contains a clear and easy-to-use **unsubscribe link** at the bottom of the email. Clicking this link will remove you from all marketing communications. You may also:

- Reply to any of our emails with “Unsubscribe” in the subject line; or
- Email us directly at info@pristineformulations.com and request removal.

We will process all unsubscribe requests within **10 business days** as required by law, though most requests are processed within 2 business days.

Note on Transactional Emails

Unsubscribing from marketing emails will not stop you from receiving transactional or administrative emails (such as responses to direct inquiries or legally required notices). To stop all email communications entirely, please contact us at info@pristineformulations.com.

7e. CAN-SPAM and CASL Compliance

Our email marketing practices comply with applicable anti-spam laws, including:

- **CAN-SPAM Act (United States):** All marketing emails include our physical mailing address, a clear identification that the email is a commercial communication, a functional unsubscribe mechanism, and an honest subject line that is not misleading.
- **CASL — Canada's Anti-Spam Legislation:** For Canadian recipients, we obtain express or implied consent before sending commercial electronic messages, clearly identify ourselves as the sender, and provide a functioning unsubscribe mechanism in every message. We honor unsubscribe requests within 10 business days.

8. Cookies & Tracking Technologies

Like most websites, we use cookies and similar technologies to make our Site work properly, to understand how it is used, and to serve relevant advertising. This section explains what we use and how you can control it.

8a. Types of Cookies We Use

Cookie Type	Purpose	Examples
Essential / Strictly Necessary	Required for the Site to function. Cannot be disabled without breaking core functionality. No consent required.	Session management, security tokens, form submission tracking
Analytics / Performance	Help us understand how visitors use our Site so we can improve it. Data is aggregated and pseudonymized.	Google Analytics (_ga, _gid), Hotjar
Marketing / Advertising	Used to serve relevant ads and track ad campaign performance. May be set by third-party ad networks.	Meta Pixel, Google Ads conversion tracking, Facebook CAPI
Functional / Preference	Remember your preferences and settings (e.g., language, form progress) to enhance your experience.	Language cookies, saved form state

8b. Pixel Tags and Web Beacons

In addition to cookies, we may use **pixel tags** (small, transparent 1x1 pixel images embedded in emails or web pages) and **web beacons** to track whether an email has been opened, whether a link was clicked, and which pages on our Site you visited after clicking an email link. This information is used to measure the effectiveness of our email campaigns and to personalize future communications.

8c. Third-Party Cookies

Third parties such as **Google** and **Meta (Facebook)** may place their own cookies on your browser when you visit our Site. These companies have their own privacy policies that govern their use of such data:

- **Google:** Google's privacy policy governs data collected through Google Analytics and Google Ads. You can learn more at google.com/policies/privacy.
- **Meta:** Meta's data policy governs data collected through the Meta Pixel and related advertising tools. You can learn more at facebook.com/policy.php.

We do not control the cookies placed by these third parties and are not responsible for the data they collect independently.

8d. How to Opt Out of Cookies

You have several options for controlling cookies:

- **Browser Settings:** Most browsers allow you to refuse or delete cookies through their settings. Please note that disabling certain cookies may affect the functionality of our Site.
- **Google Analytics Opt-Out:** You can install the Google Analytics Opt-Out Browser Add-on available at tools.google.com/dlpage/gaoptout.
- **Meta Ad Preferences:** You can adjust your ad preferences in your Facebook/Instagram account settings.
- **Industry Opt-Out Tools:** You may opt out of interest-based advertising from participating companies through the Digital Advertising Alliance (optout.aboutads.info) or the Network Advertising Initiative (optout.networkadvertising.org).
- **Cookie Consent Banner:** Where required by law, we display a cookie consent banner when you first visit our Site, allowing you to accept or reject non-essential cookies.

8e. Do Not Track Signals

Some browsers offer a "Do Not Track" (DNT) setting that sends a signal to websites requesting that your activity not be tracked. At this time, there is no universally accepted standard for how websites should

respond to DNT signals. Our Site does not currently alter its data collection and use practices in response to DNT signals. However, you may use the opt-out tools described above to control tracking.

9. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, resolve disputes, and enforce our agreements.

9a. Active Subscribers

If you are an active email subscriber (i.e., you have not unsubscribed and continue to engage with our communications), we will retain your personal data for the duration of your subscription. We may periodically review our subscriber list and remove inactive contacts who have not engaged with any communications in the preceding **24 months**.

9b. Unsubscribed Contacts

If you unsubscribe from our email communications, we will suppress (not delete) your email address from our active mailing list in order to honor your opt-out and prevent accidental re-subscription. We retain a minimal suppression record (typically your email address and unsubscribe date) for a period of **up to 5 years** to comply with CAN-SPAM, CASL, and GDPR obligations, and to prevent re-addition to our list.

9c. Health Information

Health-related information you have provided to us will be retained for the same period as your other personal data. If you request deletion of your health information specifically, we will delete it from our active systems within **30 days** of your request, subject to any legal retention obligations.

9d. Automated Retention and Deletion

We use automated processes within our CRM and email marketing platforms to review and purge data in accordance with our retention schedules. Residual data may exist in backup systems for a limited additional period (typically not exceeding 90 days) before being overwritten.

9e. How to Request Deletion

You may request deletion of your personal data at any time by contacting us at info@pristineformulations.com. Please include your full name and email address in your request. We will respond within **30 days** and confirm once deletion has been completed. Please note that certain data may be retained where required by law or where a legitimate interest in retention exists.

10. Your Privacy Rights

Depending on where you live, you may have specific legal rights regarding your personal information. We are committed to honoring those rights. To submit any privacy request, contact us at info@pristineformulations.com

10a. U.S. Users — General and California (CCPA) Rights

U.S. residents have rights under various state and federal privacy laws, including the **California Consumer Privacy Act (CCPA)** as amended by the California Privacy Rights Act (CPRA). California residents specifically have the following rights:

Right	What It Means
Right to Know	You may request that we disclose what personal information we have collected about you, including the categories of information, the purposes for collection, and the categories of third parties with whom it has been shared.
Right to Delete	You may request that we delete personal information we have collected about you, subject to certain exceptions (such as legal obligations).
Right to Opt Out of Sale	You have the right to opt out of the sale of your personal information. As stated throughout this policy, we do not sell personal information. No opt-out action is required.
Right to Correct	You may request that we correct inaccurate personal information we hold about you.
Right to Non-Discrimination	We will not discriminate against you for exercising any of your privacy rights. You will not receive worse service, be charged higher prices, or be denied any benefits as a result of exercising these rights.
Right to Limit Sensitive Data Use	You may request that we limit our use of sensitive personal information (including health data) to only those purposes necessary to provide the services you have requested.

To submit a CCPA rights request, email info@pristineformulations.com with the subject line “California Privacy Request.” We will respond within **45 days** (or up to 90 days with notice). We will verify your identity before fulfilling any request.

Other U.S. states with comprehensive privacy laws (including Colorado, Connecticut, Virginia, Texas, and Utah) provide similar rights, and we honor those rights for residents of those states as well.

10b. European Users — GDPR Rights

If you are located in the European Economic Area (EEA) or the United Kingdom, you have the following rights under the **General Data Protection Regulation (GDPR)** and applicable UK data protection law:

GDPR Right	Description
Right of Access	Request a copy of the personal data we hold about you (commonly known as a “Subject Access Request”).
Right to Rectification	Request that we correct any inaccurate or incomplete personal data we hold about you.

GDPR Right	Description
Right to Erasure (“Right to Be Forgotten”)	Request deletion of your personal data in certain circumstances, such as when the data is no longer necessary for the purpose it was collected.
Right to Data Portability	Receive a copy of your personal data in a structured, commonly used, machine-readable format, and transmit it to another controller.
Right to Restriction of Processing	Request that we restrict the processing of your personal data in certain circumstances (e.g., while the accuracy of data is being contested).
Right to Object	Object to the processing of your personal data where we rely on legitimate interests as our legal basis, including objecting to direct marketing at any time.
Rights Related to Automated Decision-Making	Not to be subject to decisions based solely on automated processing (including profiling) that produce legal or similarly significant effects, without human involvement.

To exercise your GDPR rights, contact us at info@pristineformulations.com. We will respond within **30 days** (extendable to 3 months for complex requests, with notice). You also have the right to lodge a complaint with your local data protection authority (e.g., the ICO in the UK, or your national DPA in the EEA).

10c. Canadian Users — CASL and PIPEDA Rights

If you are located in Canada, the following applies:

- **CASL (Canada's Anti-Spam Legislation):** You have the right to withdraw consent for commercial electronic messages at any time, with effect within 10 business days. Every email we send to Canadian recipients includes a functional unsubscribe mechanism.
- **PIPEDA (Personal Information Protection and Electronic Documents Act):** You have the right to access the personal information we hold about you, to challenge the accuracy of that information, to withdraw consent for the collection, use, or disclosure of your personal information (subject to legal and contractual restrictions), and to make a complaint to the Office of the Privacy Commissioner of Canada.

To exercise your rights under CASL or PIPEDA, contact us at info@pristineformulations.com.

10d. How to Submit a Privacy Rights Request

Submit all privacy rights requests to:

Email: info@pristineformulations.com

Subject Line: “Privacy Rights Request — [Your Jurisdiction]” (e.g., “Privacy Rights Request — California” or “Privacy Rights Request — GDPR”)

Please include your full name, email address, and a description of your request. We may need to verify your identity before processing your request.

Response Time: We will respond to all privacy requests within **30 days**, unless a longer period is permitted by applicable law, in which case we will notify you of the extended timeline.

11. Data Security

We implement a range of technical, administrative, and organizational safeguards to protect your personal information against unauthorized access, disclosure, alteration, or destruction.

11a. Technical Safeguards

- **Encryption in Transit:** All data transmitted between your browser and our Site is encrypted using industry-standard **SSL/TLS (Secure Sockets Layer / Transport Layer Security)** protocols. You can verify this by the “https://” prefix in our website URL.
- **Encryption at Rest:** Sensitive personal data, including health-related information and email addresses, is encrypted at rest in our databases using AES-256 or equivalent encryption standards.

- **Secure Data Storage:** Your data is stored on secure servers hosted by reputable cloud infrastructure providers with robust physical and digital security measures in place.

11b. Access Controls

- Access to personal data is strictly limited to authorized employees and contractors who require it to perform their job functions;
- All staff with access to personal data are required to complete data privacy and security training;
- We use multi-factor authentication (MFA) for access to systems containing personal data; and
- We maintain detailed access logs and conduct regular audits of data access.

11c. Third-Party Security

We require all third-party service providers who handle personal data on our behalf to maintain appropriate security standards. We conduct due diligence on vendors before onboarding them and require them to maintain Data Processing Agreements (DPAs) that include specific security obligations. We may conduct or review third-party security audits or certifications (such as SOC 2 Type II) of key vendors.

11d. Data Breach Notification

In the event of a data breach that poses a risk to your rights and freedoms, we will:

- Notify affected individuals without undue delay and, where required by law, within **72 hours** of becoming aware of the breach (as required under GDPR);
- Notify relevant regulatory authorities as required by applicable law;
- Provide clear information about the nature of the breach, the data affected, and the steps you can take to protect yourself; and
- Document all breaches internally in accordance with applicable data protection regulations.

⚠ Security Disclaimer

While we implement robust security measures, **no method of data transmission over the internet or electronic storage is 100% secure**. We cannot guarantee the absolute security of your data. If you have reason to believe that your interaction with us is no longer secure, please notify us immediately at info@pristineformulations.com

12. Children's Privacy

Our Site is intended for adults who are exploring options for their own healthcare. We do not knowingly collect information from children.

Our Site and services are **not directed to, intended for, or designed to attract children under the age of 13** (or under the age of 16 for users in the EEA/UK). We do not knowingly collect, solicit, maintain, or use personal information from children under these ages.

12a. COPPA Compliance

We comply with the **Children's Online Privacy Protection Act (COPPA)**. We do not knowingly collect personal information from children under 13 years of age in the United States. If you are under 13, please do not submit any personal information through our Site.

12b. Inadvertent Collection

If we discover or are notified that we have inadvertently collected personal information from a child under the age of 13 (or the applicable minimum age in your jurisdiction), we will:

- Immediately cease any further collection of information from that individual;
- Delete the information from our systems as quickly as practicable; and

- Notify the parent or guardian if contact information is available, and inform them of our deletion action.

If you are a parent or guardian and believe your child has submitted information to our Site, please contact us immediately at info@pristineformulations.com so we can promptly investigate and delete the information.

13. Third-Party Links

Our Site may contain links to other websites. This Privacy Policy does not apply to those external sites.

Our website may contain links to third-party websites, including healthcare provider websites, pharmaceutical company resources, telehealth platforms, news articles, or social media platforms. These links are provided for your convenience and informational purposes only.

We have **no control over the content, privacy practices, or data collection activities** of these third-party websites and are not responsible for their policies or actions. **Clicking a link to a third-party site means you are leaving our Site and are subject to that site's own privacy policy and terms of service.**

We strongly encourage you to review the privacy policy of every website you visit, particularly before submitting any personal or health information. The inclusion of a link on our Site does not constitute an endorsement of that site or its privacy practices.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or the services we provide.

When we make changes to this Privacy Policy, we will:

- Update the “**Last Updated**” date at the top of this policy;
- Post the revised policy on our website at pristineformulations.com/privacy-policy (or wherever this policy is hosted);
- For material changes that significantly affect how we use your personal information, we will notify active email subscribers via email at least **14 days before** the new policy takes effect; and
- Where required by law (such as under GDPR), we will seek renewed consent for any material changes that affect how we process your data.

Your continued use of our Site or email communications after a revised Privacy Policy has been posted constitutes your acceptance of those changes. If you do not agree to the revised policy, please stop using our Site and unsubscribe from our email communications.

The most current, binding version of this Privacy Policy is always available on our website. We recommend reviewing this policy periodically to stay informed of any updates.

Previous Versions

If you would like to review a previous version of this Privacy Policy, you may request it by contacting us at info@pristineformulations.com

15. Contact Us

If you have any questions, concerns, or requests related to this Privacy Policy or our data practices, please reach out to us using the contact information below. We are committed to responding to all privacy-related inquiries in a timely manner.

Privacy Contact Information

Company: Pristine Formulations, LLC

Mailing Address:

137 S. Otto Dr.
Snowflake, AZ 85937

Email: info@pristineformulations.com

Website: pristineformulations.com

Response Time Commitment: We are committed to responding to all privacy inquiries and requests within **30 days** of receipt. For complex requests (such as GDPR Subject Access Requests), we may require up to 3 months, but we will notify you of any extension within 30 days of your initial request.

When contacting us about a privacy matter, please include your full name, email address, and a clear description of your question or request. If you are submitting a rights request, please also indicate your jurisdiction (e.g., California, EU/EEA, Canada) so we can process your request under the appropriate legal framework.

For European users: If you are not satisfied with our response, you have the right to lodge a complaint with your local **Data Protection Authority (DPA)**. A list of EEA DPAs can be found at edpb.europa.eu. UK residents may contact the **Information Commissioner's Office (ICO)** at ico.org.uk.

16. Consent Acknowledgment Language

This section provides suggested consent language for use on sign-up forms, landing pages, and quizzes. We recommend using this language (or a close adaptation) on all forms that collect personal and/or health-related information from users.

The following consent language is designed to be legally compliant with CAN-SPAM, CASL, GDPR, and CCPA requirements. It should be displayed prominently near the form submission button on all data collection forms on your website.

☒ Suggested Consent Checkbox Language for Sign-Up Forms

Standard Email Opt-In (Required for all forms):

☐ By submitting this form, I agree to the **[COMPANY NAME] Privacy Policy** and consent to receive email communications about GLP-1 medications and related health topics. I understand I can unsubscribe at any time by clicking the unsubscribe link in any email.

Health Information Consent (Recommended when collecting health data):

☐ I voluntarily consent to Pristine Formulations, LLC collecting and using the health-related information I provide in this form (such as my health conditions, BMI range, and medication history) to personalize the educational content and communications I receive. I understand this information will be treated with heightened sensitivity and will never be sold to third parties.

Healthcare Provider Connection Consent (Use only when offering provider referrals):

☐ I expressly consent to Pristine Formulations, LLC sharing my contact information and health profile with affiliated licensed healthcare providers or telehealth partners so they may contact me regarding GLP-1 medication options. I understand I may withdraw this consent at any time by contacting info@pristineformulations.com.

Canadian Users (CASL-Specific Consent Language):

☐ By checking this box, I expressly consent to receiving commercial electronic messages from **[COMPANY NAME]** at the email address provided. I understand I may withdraw my consent at any time by using the unsubscribe link included in every email, and that withdrawal will be effective within 10 business days.

Implementation Notes for Website Owners:

- Each consent checkbox should be **unchecked by default** — pre-ticked checkboxes do not constitute valid consent under GDPR or CASL.
- Consent for standard email marketing and consent for health data collection should ideally be presented as **separate checkboxes** to ensure granular, specific consent.
- The Healthcare Provider Connection consent checkbox should **only** appear on forms where you are actively offering provider connections, and should always be a separate, optional checkbox.
- Maintain a **timestamped record** of each user's consent (including IP address, date/time, and checkbox state) in your CRM or email marketing platform for legal audit purposes.
- Replace all **[PLACEHOLDER]** text with your actual company name, contact email, and privacy policy URL before publishing any form.

Pristine Formulations, LLC | Privacy Policy | Effective Date: 29 August 2026

[Pristineformulations.com](https://pristineformulations.com) | info@pristineformulations.com | 137 S. Otto Dr., Snowflake, Arizona
85397

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