

Privacy Policy

Effective Date: March 29, 2026 · Last Updated: March 29, 2026

1. Introduction

Re-Awakened Woman is a brand operated by Jennifer Hem LLC, a Washington State Limited Liability Company ('we,' 'us,' or 'our'). We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit ReAwakenedWoman.com ('Site'), subscribe to our newsletter, download our resources, or attend our events.

By using our Site or services, you consent to the data practices described in this Privacy Policy. If you do not agree, please do not use our Site or services.

2. Information We Collect

We collect the following types of personal information:

Information you provide directly: When you subscribe to our newsletter, download a free resource, join an interest list, or register for an event, we collect your first name, last name, email address, and optionally your mobile phone number.

Usage data: We may automatically collect certain information about how you interact with our Site including your IP address, browser type, pages visited, time spent on pages, and referring URLs. This is collected through standard web analytics tools.

Communications: If you reply to our emails or contact us directly, we retain those communications.

Event information: If you register for a Rockefeller House gathering or other event, we collect registration information you provide.

3. How We Use Your Information

We use your personal information for the following purposes:

- ◆ To send you our weekly newsletter and personal letters
- ◆ To deliver free resources and downloadable guides you have requested
- ◆ To notify you about events, gatherings, and offerings you have expressed interest in
- ◆ To personalize your experience and communications
- ◆ To improve our Site, content, and services
- ◆ To respond to your questions, comments, or requests
- ◆ To comply with applicable legal obligations

We will not use your information for any purpose materially different from those listed above without obtaining your prior consent.

4. SMS and Text Message Communications

If you provide your mobile phone number, you may receive occasional text messages from Re-Awakened Woman including event reminders, gathering announcements, and community updates. Message frequency will vary. Standard message and data rates may apply.

You may opt out of SMS communications at any time by replying STOP to any text message. For help, reply HELP. Opting out of SMS will not affect your email subscription.

5. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties for their marketing purposes. We may share your information in the following limited circumstances:

Service providers: We use third-party platforms including Captivation Hub (CRM and email), and other tools to operate our business. These providers access your information only as necessary to perform services on our behalf and are contractually obligated to protect it.

Legal requirements: We may disclose your information if required to do so by law or in response to valid legal process.

Business transfers: In the event of a merger, acquisition, or sale of assets of Jennifer Hem LLC, your information may be transferred as part of that transaction. We will notify you via email or prominent notice on our Site before your information becomes subject to a different privacy policy.

6. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, maintain our business relationship with you, or comply with legal obligations. If you unsubscribe from our email list, we will remove you from active communications but may retain a record of your opt-out for compliance purposes.

You may request deletion of your personal information at any time by contacting us directly. We will process deletion requests within 30 days except where retention is required by law.

7. Your Rights and Choices

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

- ◆ The right to access the personal information we hold about you
- ◆ The right to correct inaccurate or incomplete information
- ◆ The right to request deletion of your personal information
- ◆ The right to opt out of marketing communications at any time
- ◆ The right to withdraw consent where processing is based on consent

To exercise any of these rights, please contact us at ReAwakenedWoman.com. We will respond to all requests within 30 days.

8. Cookies and Tracking

Our Site may use cookies and similar tracking technologies to enhance your experience, analyze Site usage, and support our marketing efforts. Cookies are small data files stored on your device.

You can control cookie settings through your browser preferences. Disabling cookies may affect the functionality of certain features on our Site. We do not respond to browser Do Not Track signals at this time.

9. Security

We take reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over

the internet or electronic storage is 100% secure. We cannot guarantee absolute security of your information.

In the event of a data breach that affects your personal information, we will notify you as required by applicable law.

10. Children's Privacy

Our Site and services are not directed to children under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected information from a child under 18, we will promptly delete it. If you believe we have collected information from a child, please contact us immediately.

11. Third-Party Links

Our Site may contain links to third-party websites including social media platforms. This Privacy Policy does not apply to those external sites. We encourage you to review the privacy policies of any third-party sites you visit.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. We will notify you of material changes by posting the updated policy on our Site with a new effective date, and where appropriate, by sending you an email notification. Your continued use of our Site after any changes constitutes your acceptance of the updated policy.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

- ◆ Jennifer Hem LLC, doing business as Re-Awakened Woman
 - ◆ Website: ReAwakenedWoman.com
 - ◆ Email: Jennifer@jenniferhem.com
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