

**Privacy Policy of *geneassistwellness.com***  
Last Updated 4/9/2018

## I. INTRODUCTION

The website *geneassistwellness.com* is owned by Gene Assist Wellness LLC an Arkansas Limited Liability Company.

Gene Assist Wellness LLC is committed to protecting your privacy online. This Privacy Policy discloses our policies regarding the information we collect through our website and how we collect, use, share, store and protect that information.

Your use of our website, and any information that you provide to us is subject to this Privacy Policy. This Privacy Policy applies to all site visitors, customers, and all other users of the site.

By accessing our website, you are using it, and acknowledge that you have read this Privacy Policy and consent to be bound by all of its terms, without modification. **IF YOU DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, NAVIGATE AWAY FROM THIS WEBSITE.**

## II. DEFINITIONS

“Website” = *geneassistwellness.com* and all content on *geneassistwellness.com* and all services offered on *geneassistwellness.com*.

“We,” “us,” and “our” = Gene Assist Wellness LLC.

“User,” “you,” and “your” = website visitors, customers, and any other users of our website.

“Service” and “Services” = (but are not limited to) Group Classes, Nutritional Consultation, Genetic Consultation, Zyto Balance Scan and Wellness Coaching.

## III. PERSONAL INFORMATION

While visiting our website, to gain access to certain Services, you may be asked to provide Personal Information. The term “Personal Information” refers to information we may collect, use, request, or that you may provide to us voluntarily, and which may be used to identify you. Personal Information may include, but is not limited to, your name, email address, phone number, billing address and credit card information.

### A. COLLECTION OF PERSONAL INFORMATION

We may collect your Personal Information in a variety of ways, including, but not limited to,

- when you visit our website,
- when you post an inquiry or comment on our contact form,
- when you post a comment, image or video on our social media page or other online forum,
- when you sign up to receive our newsletter,
- when you schedule a session on our online calendar,
- when you place an order for Services,
- and in connection with other Services, activities, features or resources made available on our website.

In all of these instances, we will collect Personal Information from you only if you voluntarily submit the information to us. By providing this information to us, you acknowledge and agree that you have done so by your own free will and that we may collect, use, share and store this information consistent with the terms of this Privacy Policy.

By using our website, you are responsible to enter accurate Personal Information. If we discover that any information you have entered is inaccurate, we reserve the right to terminate your account with us and your access to our website and its Services. If you believe any of the Personal Information that we are holding of yours is incorrect, please contact us immediately at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com) and we will promptly correct any Personal Information found to be incorrect.

You may, however, also visit our website anonymously, as Personal Information will only be collected from you if you voluntarily submit such information. You acknowledge and agree that if you choose not to provide certain Personal Information, you may not be able to participate in certain website Services and related activities

We may also collect Internet Protocol Information that your browser sends whenever you visit our website. This Internet Protocol Information (referred to as "IP Information") may include your computer's Internet Protocol address, browser type, browser version, the time and date of your visit, the pages of our website that you visit, the time spent on each of those pages, the referring URL and other statistics. This IP Information will not personally identify you. You acknowledge and agree that we may collect and use this IP information to administer our website, diagnose technical problems, measure interest in and use of the various areas of our website and provide the highest possible level of service to our users. We may use third party services to collect, monitor and analyze this data.

We may also use third-party services on our website to assist us in communicating with you. These may include social media services, social media sharing buttons, widgets, apps, pixels and plug-ins. These third-party services have their own

Terms and Conditions and Privacy Policies, and you acknowledge and agree that it is your sole responsibility to review those Terms and Conditions and Privacy Policies. You acknowledge and agree that you use any social media sharing buttons at your own risk. In addition, our email marketing campaigns may include a tracking feature to record the opening, clicking, forwarding of our emails, to refine our future email campaigns.

## B. USE OF PERSONAL INFORMATION

We may use your Personal Information to contact you with newsletters, marketing or promotional materials, bill your credit card in exchange for products or programs you have purchased, deliver the programs or products you have purchased, provide customer service, respond to your inquiries or comments, request occasional feedback, maintain internal business records, and improve, develop and market our Services. By visiting and using our website, you acknowledge and agree that we may use your Personal Information in these ways, consistent with the terms of this Privacy Policy.

Gene Assist Wellness LLC operates an email list used to send newsletters, offerings and inform subscribers about information relevant to our website and Services. You can “opt-in” to this list, in other words, add yourself to this list, voluntarily through an online automated process at your own discretion, at any time. You may also “opt-out” of this list, in other words, remove yourself from this list, voluntarily through an online automated process at your own discretion, at any time. To “opt-out” or unsubscribe from this list, you may click the unsubscribe button visible at the bottom of every email we send to you as a subscriber through this list, or by emailing us directly at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com).

Once you “opt-out” or unsubscribe from a list, we will remove you from that list and you should not receive additional emails from us, except in the case of a technical glitch. Please be aware that we may manage and maintain multiple email lists and unsubscribing from one list managed by us will not necessarily remove you from all of our email lists and you might need to “opt-out” or unsubscribe from additional lists. You acknowledge and agree that it is not always possible to completely remove or modify information in our databases and servers, although we will always make reasonable efforts to do so upon your request. In addition, you acknowledge and agree that we are unable to have your information removed from the records of any third party who has been provided with your information in accordance with this Privacy Policy.

If you experience any problems unsubscribing, please contact us immediately at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com).

## C. SHARING OF PERSONAL INFORMATION

At times we will share your Personal Information with trusted third parties, including members of our team who assist us in operating our website, managing our business or providing technical and other website functions to users and visitors of our website. In addition, any Personal Information that you share with us when making a purchase may be shared with additional trusted third parties, including our payment processor and financial gateway to assist in completing the financial transaction. To the best of our abilities, these trusted third parties will keep your information confidential and will not share, sell or give your information to any other parties, unless required to do so by law.

#### D. STORAGE, PROTECTION AND SECURITY OF PERSONAL INFORMATION

Personal Information collected from you is stored through a data management system. From time to time this information may be accessed by persons who help us obtain, manage or store that Information.

The security of your Personal Information is important to us and we use our best efforts to protect it. However, no transmission over the internet or methods of electronic storage are 100% secure, and you acknowledge and agree that we make no guarantees regarding the security of your Personal Information. While we strive to use industry standard commercially acceptable technology to protect your Personal Information, we are not responsible should an unauthorized third-party gain access to your information, without our consent. In the event that [geneassistwellness.com](http://geneassistwellness.com) is tampered with and your information is intercepted, you acknowledge and agree that we are not responsible for any damages that result from the unauthorized use of your Personal Information. You expressly agree to hold us harmless from any and all claims which may arise from the unauthorized use of your Personal Information.

Although we aim to keep your Personal Information confidential, we may release such Personal Information if we are required to do so by law. We may also release your Personal Information if there is an attempted breach of security of our website, a perceived violation of this Privacy Policy or other agreements governing the use of our website or business, a threat to personal safety, property or rights of persons, including users of this website and others, or on the good faith belief that disclosure is necessary to identify or prevent an injury to our users, our property or the general public.

Please note, when you voluntarily give out your Personal Information online through our website or on our social media page, in a way that makes it viewable by others, whether through a comment on a blog, a posting on a message board, or by any other means, it can be viewed by the public and can potentially be collected and used by others. You acknowledge and agree that we cannot guarantee the security of the information you share in this manner. You expressly agree that you disclose such information at your own risk and you assume all responsibility for its unauthorized use.

## E. UPDATING AND DELETING OF PERSONAL INFORMATION

You may update or delete your Personal Information collected on our website at any time by emailing us at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com).

## IV. COOKIES

Like many websites, [geneassistwellness.com](http://geneassistwellness.com) uses "Cookies." The term "Cookies" refers to small pieces of data that are sent to and stored on your computer while you are visiting a certain website and are used to track how visitors use that website. The Cookies we collect do not include any personal identifiable information, however they may include an anonymous unique identifier. You always have the option to disable Cookies through your web browser's settings. However, if you disable Cookies, you may not be able to access some areas of our website and some areas of our website may not function as intended. [Geneassistwellness.com](http://Geneassistwellness.com) does not respond to "Do Not Track" signals sent by your browser.

## V. EXTERNAL WEBSITES AND SOCIAL MEDIA

We may include links to external third-party websites on our website. You acknowledge and agree that this Privacy Policy only governs and applies to [geneassistwellness.com](http://geneassistwellness.com) and you expressly agree that if you choose to click on any external link, it is entirely at your own risk. You acknowledge and agree that it is your responsibility to review the Privacy Policy of any external websites you visit, even if you were redirected there by clicking on a link located on our website.

You acknowledge and agree that we make no warranties, whether express or implied, regarding the terms and policies of these external websites and we are in no way responsible for any damages arising from any interactions with these external websites.

In addition, all use of external social media platforms that we participate in are governed by the Privacy Policy and terms of those platforms. You acknowledge and agree that your use of any social media platforms, even if linked to our website is entirely at your own risk.

You acknowledge and agree that we make no warranties, whether express or implied, regarding the terms and policies of these social media platforms and we are in no way responsible for any damages arising from any interactions with these social media platforms.

## VI. PASSWORDS

To access certain Services on our website, you may be prompted to set up a user name and password. You acknowledge and agree that you are responsible for maintaining the security of such information and for any and all acts, losses or damages that result

as a failure to keep this information secure. You agree to notify us immediately of any suspected unauthorized use of your account by emailing us at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com).

## VII. CHILDREN

To access or use [geneassistwellness.com](http://geneassistwellness.com) you must be 18 years of age or older and have the proper power and authority to enter into this Privacy Policy. This Site is not intended for users under the age of 18 and, in compliance with COPPA (Children's Online Privacy Protection Act) we do not knowingly collect or request any information from children under the age of 18.

## VIII. GOVERNANCE

This Privacy Policy and all matters relating to our website are governed by the laws of the United States and the State of Arkansas.

## IX. CHANGES TO THIS PRIVACY POLICY

This privacy policy is effective as of 4/9/2018 and will remain in effect until further notice. We reserve the right, in our sole discretion to change, modify or otherwise alter this Privacy Policy at any time. Such changes will be in effect immediately after being posted on this page. Your continued use of this website after we post any modifications to this Privacy Policy will establish your acknowledgment of the modifications and your consent to them. We will notify you of any changes by posting them on this page. Please review this Privacy Policy periodically to keep informed of its terms.

If you have any questions regarding this Privacy Policy, please contact us at [jessica@geneassistwellness.com](mailto:jessica@geneassistwellness.com).