



## Thrive the Matrix Life Coaching Code of Ethics & Terms of Use

Please review the Code of Ethics (COE) and Terms of Use (TOU) carefully, which represent a Life Coach / Client agreement for participation in Thrive the Matrix Life Coaching Services and review of associated content. You must agree to these COE and TOU.

If you do not agree with these COE or TOU, you should not request or employ the services of Thrive the Matrix Life Coaching d/b/a Thrive the Matrix, d/b/a TtM or view any digital or downloadable resources, or enter any online private forums operated by Thrive the Matrix (for any purpose), whether on the website hosted by Thrive the Matrix Life Coaching, [www.thrivethematrix.com](http://www.thrivethematrix.com) or a third-party website or online course platform, or facebook.com. All the above may be collectively referred to as “The Program” or for online courses, one-on-one or group coaching, classes, programs, workshops, or training, this document may refer to “Interactions.”

If you do not agree with these TOU, you may not use the Program.

As used in this document and agreement, the term “Releases” is defined to include the following: (i) Thrive the Matrix Life Coaching d/b/a Thrive the Matrix, d/b/a TtM, its subsidiaries, affiliated companies, owners, members, managers, directors, officers, past and present employees, agents, coaches, representatives, successors and assigns (collectively “the Company”); (ii) any Company volunteers; and (iii) Andrew Lynch.

For paid clients, review of the Code of Ethics (COE) and Terms of Use (TOU) below constitute the Coaching Agreement and is effective for participation in self-guided elements of The Program and in Virtual 1:1 interaction. Review by all clients is required and assumed prior to the first session.

A link to the COE and TOU is accessible via a link on the TtM Scheduler page of the TtM website, which is used to schedule 1:1 (one on one) coaching or consultation as well as in the website footer which includes the TtM Privacy Policy. Whenever possible, this link will also be included in any materials related to The Program or promotional materials for TtM.



## Life Coach Coaching Ethics and Standards (COE)

As a professional life coaching provider, Thrive the Matrix (TtM) commits to upholding life coaching industry standards for ethics, including those outlined below.

Thrive the Matrix Life Coaching, d/b/a Thrive the Matrix, d/b/a TtM has updated our **Code of Ethics (COE)** and **Terms of Use (TOU)** to include the scope of life coaching and associated services, disclaimers, certifications / qualifications, age limitations for clients, as well as financial agreements, and expectations for both the life coach and client. This agreement also includes the Thrive the Matrix (TtM) termination policy and terms and conditions for the Thriver Medallion Member loyalty program, also referred to as "TMM."

All materials, including videos, audio, worksheets, and homework assignments may be referred to "The Program" throughout this document and any conditions or limitations apply to paid clients and non-client users (i.e., website visitors, social media users / viewers across all affected platforms) who review materials included in The Program or in promotional content.

- This agreement clearly communicates to client and non-clients the differences between life coaching and therapy, or any service provided by a licensed clinician:
  - Life Coaches are not Clinicians, including Psychologists, Psychiatrists, or Therapists and are not trained to diagnose or treat any form of mental illness.
  - Life coaching tactics and methods may be informed by concepts including Cognitive Behavioral Therapy (CBT). In this case, the life coach is employing CBT *techniques* to drive meaningful change, a positive mindset, and to help TtM clients meet their goals. While life coaching services include practical advice informed by therapeutic concepts, they do not constitute 'therapy' and will never be used to diagnose or treat any condition or diagnose any persons (names or unnamed) the client may mention when participating in The Program or in engaging with TtM content on its website or social media accounts.
- Clients and non-clients are restricted and discouraged from including 'real-life' persons or scenarios applicable to any comments posted in response to Thrive the Matrix content on the official website ([thrivethematrix.com](http://thrivethematrix.com)) and social media platforms used as part of The Program or promotional materials, including guided, topic focused, or promotional videos hosted on YouTube\*\*\*



- Likewise, TtM will always refrain from mentioning any specific scenarios or naming specific persons in any content, including materials supporting The Program and any Promotional Materials.
- Any scenarios and unnamed persons are anecdotal only and included to support concepts, resources, and tools offered in support of clients or non-client viewers or engagers on the TtM website or other platforms and will never claim to represent or diagnose any 'real-life' persons or scenarios.
- Any scenarios included in Thrive the Matrix worksheets, also referred to here, the TtM website, or social media platforms as "THRIVERcises" are not related to any specific 'real-life' scenarios and any named persons are fictitious. Any association with 'real-life' scenarios or persons are purely coincidental.
- TtM will always ensure qualifications are clear and honest, including career experience, expertise, training, and certifications.
- The Thrive the Matrix website (thrivethematrix.com) includes a banner linked to a video that summarizes the role of the life coach and Thrive the Matrix (TtM) certifications / qualifications.
- Whenever possible, content related to The Program or promotional materials for Thrive the Matrix (TtM) will include a link (i.e., via the website banner as mentioned above) or otherwise state certifications / qualifications earned that qualify TtM to offer life coaching services.
- TtM employs its official website to list any credentials earned, including associated certification badges, certificates, and the issuing institution\*\*\*\* and related accreditation details.
- The issuing institution names below is not affiliated with Thrive the Matrix, The Program, or any TtM Promotional Materials and included for the purposes of providing credentials and qualifications only.
- Conflict of Interest: As a professional life coaching service, Thrive the Matrix Life Coaching commits to being self-aware of personal biases and/or conflicts of interest, including disclosing any such conflict and terminating the coaching relationship should these biases or conflicts make us unable to provide appropriate services.
- Thrive the Matrix (TtM) will refrain from coaching clients under the age of 18 without written consent of a parent, guardian or agency acting on behalf of clients under 18 years or age.
- Thrive the Matrix Life Coaching d/b/a Thrive the Matrix d/b/a/ TtM will also:
  - Uphold and respect an equitable coach/client relationship, regardless of compensation. All TtM clients can expect the same level of service, regardless of Interaction type, although abbreviated session (i.e., 30 min.



- vs. 60 min. Thrive & Save Sessions) may require an adjustment to the structure and content on the Interaction to ensure this.
- Refrain from making any specific claims of results or implications of outcomes that you cannot demonstrate or guarantee, although TtM may include stated objectives in any element of The Program. These objectives do not represent a guarantee of results. Rather, they represent the reasonable outcomes possible given proper review and application of the content.
  - Make all efforts to ensure content adheres to a quality standard that makes accomplishment of stated objectives possible for client and non-clients engaging with The Program on the TtM website or other platforms.
  - Prioritize Confidentiality and refrain from sharing of any information provided by clients in any Interactions in any capacity both verbally and in any written form, including in The Program, Promotional Materials, or to any third-party Client or Non-Client.\*\*\*\*\*
  - Treat all clients and potential clients of all backgrounds, including race, ethnicity, religion, nation of origin, gender, sexuality, or any other characteristic, with positive regard.
  - Anyone who engages with TtM, The Program, or other materials including Promotional will ALWAYS be treated with Dignity and Respect.
  - Maintain, store, and dispose of any records, whether through electronic communications, in printed form or electronic files, created because of your coaching relationship in a manner that protects your clients' confidentiality, privacy and security and complies with any applicable agreements and laws.
  - Obtain written permission from any client before using their names in testimonials or references.
  - Report to authorities any reports or Clients who disclose an intent to harm themselves or others. TtM will inform all Clients of this responsibility in any initial Interaction.

**\*\*\*Thrive the Matrix is required to abide by YouTube Community Guidelines and takes them very seriously to ensure the well-being of subscribers and/or unsubscribed viewers. All content is marked 'Not for Kids' and restricted to anyone under the age of 18. For any exceptions, this will be updated in the settings for the affected content only and will include a disclaimer in adherence with any established guidelines. Thrive the Matrix is not responsible for access to content by minors due to any**



failure to set parental controls or minors viewing content with accounts established in which minor status is not disclosed.

\*\*\*\*Thrive the Matrix is required to abide by the Terms or Use (TOU) as provided by Transformation Services, Inc. d/b/a Transformation Academy and takes them very seriously to ensure that we provide coaching services supported by earned certification and qualification and to prevent the misuse of any content considered the Intellectual Property of Transformation Services, Inc. as described in their own COE and TOU.

As stated on the TtM website – TtM Coach / Qualifications: The Transformation Academy is officially recognized as an Accredited Provider of Continuing Professional Development (CPD) with the internally recognized CPD Standards Office ([www.cpdstandards.com](http://www.cpdstandards.com)).

Learn more about the Transformation Academy at [About Us | Transformation Academy Life Coaching](#). The Transformation Academy (TA) is not affiliated with Thrive the Matrix Life Coaching D/B/A Thrive the Matrix D/B/A TtM. While they allow the use of their content for purposes of providing life coaching services, TtM policy is the creation of original content that may be informed by TA materials provided when participating in a certification program. They do not sponsor or do not participate in the creation of any content of The Program or any Thrive the Matrix Promotional Materials.

\*\*\*\*\*TtM is not responsible for any confidential information shared by clients and non-clients as comments on the TtM website or posted to any platforms employed by Thrive the Matrix for The Program or any TtM Promotional Materials, although if identified, will make a good faith effort to have them removed, although this cannot be guaranteed given the difficulty in monitoring and identifying such information.

Thrive the Matrix Life Coaching Terms of Use (TOU)



**TERMS AND CONDITIONS OF USE** Please read these Terms and Conditions of Use (“TOU”) carefully. You must agree to these TOU before you are permitted to use any Thrive the Matrix Life Coaching, d/b/a Thrive the Matrix, d/b/a/ TtM digital or downloadable resources, online courses, one-on-one or group coaching, class, programs, workshops, or training, or enter any online private forums operated by Thrive the Matrix (for any purpose), whether on a website hosted by Thrive the Matrix Life Coaching, [www.thrivethematrix.com](http://www.thrivethematrix.com) or a third-party website or online course platform, or facebook.com (collectively “the Program”). If you do not agree with these TOU, you may not use The Program.

As used in these TOU, the term “Releasees” is defined to include the following: (i) Thrive the Matrix Life Coaching, d/b/a Thrive the Matrix, d/b/a/ TtM, its subsidiaries, affiliated companies, owners, members, managers, directors, officers, past and present employees, agents, coaches, representatives, successors and assigns (collectively “the Company”); (ii) any Company volunteers; and (iii) Andrew Lynch.

- During the registration process for any service or product, you agree to provide true, accurate, current and complete information about yourself.
- If The Company has reasonable grounds to suspect that you have provided false information, shared any applicable username and password associated with Thrive the Matrix services and applications with anyone else, or forwarded any non-public material from The Program to any other person, the Company has the right to suspend or terminate your account and refuse all current or future use of the Program or any Content, in whole or part, without refund.
- Any personally identifiable information you provide as part of the registration process is governed by the terms of the Company’s website Privacy Policy, which is accessible in the website footer.
- Physical Activities: You agree that you will not consume alcohol prior to any part of the Program that involves physical exercise or activity or use any medicine or substance that will inhibit your mental or physical ability to safely participate in the Program.
- Termination: The Company reserves the right in its sole discretion to refuse or terminate your access to The Program and Content, in full or in part, at any time without notice, including access to Thrive the Matrix accounts on other platforms, including social media.
- Termination of access and participation in any programs will be initiated for any client or non-client engaging in abusive, offensive, or inappropriate behavior or



posting any such content as part of participation in The Program, use of the Thrive the Matrix official website, or engagement with TtM across any third-party platforms.

- **NOTE TO MINORS:** You acknowledge that your parent or guardian has reviewed, understood, and agreed to the terms below. Children under the age of 13 are not permitted to use The Program. Children between the ages of 13 and 18 must ask for their parent's or guardian's permission and agreement to these TOU before viewing The Program.
- **NOTE TO PARENTS/GUARDIANS OF MINORS:** You acknowledge that you have reviewed, understood and agreed to the terms of this Agreement (such terms being interpreted as if they applied both to you and your minor child/ward) and have the legal authority to enter into this Agreement on behalf of your minor child/ward.
- You agree to pay the fees in full listed on the scheduling/checkout page for the Program you select. If paying by debit card or credit card, you give us permission to automatically charge your credit or debit card for all fees and charges due and payable to the Company, without any additional authorization, for which you will receive an electronic receipt.
- You also agree that the Company is authorized to share any payment information and instructions required to complete the payment transactions with its third-party payment service providers (e.g., credit card transaction processing, merchant settlement, and related services).
- If TtM establishes a monthly subscription program and you opt to enroll, your card will be charged each month on the same day of the month as you signed up. If your payment is not received by the date due, you will have a three (3) day grace period to make the payment, otherwise The Program will not continue, and we reserve the right to terminate your access to the Program and all Content immediately and permanently.
- **Refunds - Guided Video / THRIVERcise Courses:** We offer a full refund for 7 days after purchase of any Guided Video / THRIVERcise self-led program, should review of the materials upon receipt be unsatisfactory.
- **Request a refund at [contact@thrivethematrix.com](mailto:contact@thrivethematrix.com)** and let us know you'd like a refund on or before the 7<sup>th</sup> day 11:59pm EST. You will no longer have access to any course materials if you request a refund.
- We will NOT provide refunds for any request that comes more than 7 days following the date of purchase. After day 7, all payments are non-refundable, and you are responsible for full payment of the fees for the Program regardless of whether you complete the Program.
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- **Refunds – Virtual One on One Sessions & Interactions:** Thrive the Matrix offers a FREE Meet the Matrix consultation session that can be scheduled on The Company website for all 1<sup>st</sup> time Clients. Otherwise, all virtual session options are priced based on frequency and duration and are scheduled individually. This free consultation is offered to determine a fit for prospective clients to benefit from Thrive the Matrix Life Coaching, therefore subsequent sessions are not subject to a refund unless the TtM Code of Ethics has been violated. In the case of a violation, Clients should contact TtM including through use of the Contact Form substantiating any violation based on the COE in this document. In these cases, a refund will be issued.
- **Intellectual Property Rights:** All original TtM content including audio / video recordings for The Program or Promotional Purposes, THRIVERcise worksheets, etc. are the intellectual property of Thrive the Matrix (TtM) Life Coaching and should not be transmitted, altered, or duplicated.
- **Use of Free Content – The Program:** TtM may make programs and/or THRIVERcises free for download on the TtM website or other platforms for a limited time. During this time, all clients / non-clients should access and download applicable content for personal use only; content for The Program, even if FREE, should not be transmitted to third parties.
- **Use of Paid Content – The Program:** Content made FREE for a limited time may transition to paid content of The Program at any time and at such time, will be removed for download and accessible via instructions as provided by Thrive the Matrix. Any materials purchased as part of The Program remain available for personal user and should never be transmitted to third parties or used in the provision of any coaching services. This also applies to content for The Program that is not made FREE for a limited time.
- **Use of Thrive the Matrix Content for The Program - Commercial Purposes:** TtM inhibits use of content associated with The Program in any way that earns you or any third-party money without express written permission is sought and received. By downloading, printing, or otherwise using the Program or Content for personal use you in no way assume any ownership rights of the Content – it is still Company property.
- Any unauthorized use of any materials found in the Program or Content shall constitute infringement. You must receive our written permission before using any of the Program or Content for your own commercial use or before sharing with others.





- **Participation as a YouTube Thrive Medallion Member (TMM):**
  - Thrive Medallion Members are early adopter Subscribers of the Thrive the Matrix Life Coaching YouTube Channel.
  - Thrive the Matrix reserves the right to revise its definition of an 'Early Adopter' to extend program benefits to new subscribers. Any amendment to ceiling or number of Subscribers who will receive this status through subscription will be disclosed on the TtM Channel Page.
  - There is no fee for participation as a Thrive Medallion Member. As a TMM, you may receive access to FREE resources otherwise considered PAID resources for non TMM clients / non-clients.
  - You will also receive a permanent Thrive & Save Offer of no less than 40% off the regular price for any 1:1 excluding the Thrive & Save Offer eligible to all Clients for the lifetime of subscription.
  - To enjoy the benefits of membership, you may be asked to provide proof of Subscription that TtM reserves the right to verify with YouTube.
  - To remain a TMM, you must maintain your Subscription to the channel.
  - The Lifetime Thrive & Save 40% Minimum discount for 1:1 sessions or Interactions is valid for 6 months from date of subscription or end of month October 2024 for subscribers as of 4/8/2024.
  - TMMs should select the appropriate option in the TtM Scheduler after their initial Meet the Matrix consultation to receive the discounted rate. This will also signify participation in benefits within the 6-month offer period.
  - TMMs may be offered a page on the Thrive the Matrix website requiring sign-in credentials for FREE content. To obtain these credentials automatically upon page creation, TMMs should use the Contact the Matrix form to become an eThriver. This mailing list will be used to confirm subscription and reply with the credentials needed. Or TMMs may submit the Contact Form attaching proof of Subscription to receive a reply with their credentials.