

## **PRIVACY POLICY**

Last Updated: September 25, 2025

By using this website (“Site”) as a user (hereafter “You”), You agree to the following Privacy Policy. Please read this Policy carefully before using this Site.

This Site is owned and operated by a California company, Valerie Diane Nutrition and Wellness LLC (hereafter “Our,” “We,” “Us,” or “Company”). Valerie Diane Nutrition and Wellness LLC is a registered limited liability corporation in California, USA. Our principal place of business is located in Winchester, Riverside County, California.

Our mailing address is:

35322 Marabella Court  
Winchester, CA 92596

For any privacy-related questions, You can reach Us at: [valerie@embody-wellness.com](mailto:valerie@embody-wellness.com).

### **GENERAL**

This Privacy Policy governs the manner in which the Site collects, uses, maintains, and discloses information collected from users of the Site. This Privacy Policy applies to the Site and all products and services offered by Valerie Diane Nutrition and Wellness LLC including the Wellness Vault.

As the owner of this Site, We hold Your privacy in the highest regard. The purpose of this Privacy Policy is to provide You with clear and comprehensive information on how We collect, utilize, safeguard, and, when necessary, share Your personal and non-personal data You provide to Us when You access Our Site, purchase Our goods or services, or engage with Us on social media. This Privacy Policy also explains Your own rights to the information We collect. Your privacy is of utmost importance to Us, and We are committed to ensuring the protection and responsible handling of Your information.

We kindly ask that You review this Privacy Policy in its entirety before navigating the Site. We will alert You to any changes to this Policy by changing the “Last Updated” date at the top of this Policy. Any changes become effective immediately upon publication on Our Site, and You waive specific notice of any changes to the Policy by continuing to use and access Our Site. We encourage You to review this Privacy Policy periodically when You use Our Site for any purpose or engage with Us on social media. You are deemed to have accepted any changes to any revised Privacy Policy by Your continued use of Our Site after the revised Privacy Policy is posted.

## **INFORMATION WE COLLECT**

We collect various types of personal information from users when users visit Our Site, register on the Site, subscribe to Our newsletter, make purchases, subscribe to mobile or SMS messages or emails, interact with Us on social media, and in connection with other activities, services, features, or resources We make available on Our Site.

By accepting this Privacy Policy, You are specifically consenting to Our collection of the data described below, to Our use of the data, to the processing of this data, and to Our sharing of the data with third-party processors as needed for Our legitimate business interests.

The information We collect may include:

- *Personal Data:* Personal Data is information that can be used to identify You specifically, including Your name, shipping address, email address, telephone number, or demographic information like Your age, gender, or hometown. You consent to giving Us this information by providing it to Us voluntarily on Our Site or any mobile application. You provide some of this information when You register with or make purchases from Our Site. You may also provide this information by participating in various activities associated with Our site, such as contacting Us with questions. Your decision to disclose this data is entirely voluntary. You are under no obligation to provide this information, but Your refusal may prevent You from accessing certain benefits from Our Site or from making purchases.
- *Derivative Data:* Derivative data is information that Our servers automatically collect about You when You access Our Site, such as Your IP address, browser type, the dates and times that You access Our Site, and the specific pages You view. If You are using a mobile application, Our servers may collect information about Your device name and type, Your phone number, Your country of origin, and other interactions with Our application.
- *Financial Data:* Financial data is data that is related to Your payment methods, such as credit card or bank transfer details. We collect financial data in order to allow You to purchase, order, return, or exchange products or services from Our Site and any related mobile apps. We store limited financial data. Most financial data is transferred to Our third-party payment processors, and You should review these processors' Privacy Policies to determine how they use, disclose, and protect Your financial data.
- *Social Networking Data:* We may access personal information from social networking sites and apps, including Facebook, Instagram, TikTok, LinkedIn, X (formerly "Twitter"), Snapchat, or other social networking sites or apps not named specifically here, which may include Your name, social network username(s), location, email address, telephone number, age, gender, profile picture(s), and any other public information. If You do not want Us to access this information, please go to the specific social networking site and

change Your privacy settings.

- *Mobile Device Data:* If You use Our Site via a mobile device or app, or subscribe to mobile or SMS messaging, We may collect information about Your mobile device, including device ID, model and manufacturer, and location information.
- *Other Data:* On occasion, You may give Us additional data in order to enter into a contest or giveaway or to participate in a survey. You will be prompted for this information and it will be clear that You are offering this kind of information in exchange for an entry into such a contest or giveaway.

Additionally, We may receive information that You submit to any third-party website or application accessed through the Site. The owner or operator of such third-party websites will be the data controller for the information submitted. Please review their respective privacy policies to understand how they use Your personal information.

## **TRACKING TECHNOLOGIES**

Like many other websites, We may make use of log files. These files merely log visitors to the site – usually a standard procedure for hosting companies and a part of hosting services’ analytics. The information inside the log files includes internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and possibly the number of clicks. This information is used to analyze trends, administer the site, track users’ movement around the Site, and gather demographic information. IP addresses and other such information are not linked to any information that is personally identifiable. We also may make use of web beacons to store certain information.

The Site uses cookies to enhance Your experience. Cookies are small text files stored on Your computer and sent to Us. We may use cookies to:

- Authenticate Your identity;
- Monitor Your usage of the Site
- Analyze the performance of Our Site and services;
- Improve the Site's usability;
- Personalize content for You; and
- Improve the Site’s security.

Most browsers are set to accept cookies by default. In addition, when You first encounter Our Site, You will be asked to consent to cookies. If You do not wish Us to install cookies on Your computer for these purposes, you can change your internet browser settings to reject or disable cookies. Please consult Your browser's "Help" section for guidance. However, note that rejecting cookies may limit Your ability to use certain features of the Site, including the ability to place orders, as cookies enable account login. By continuing to use Our Site and not rejecting or

disabling cookies on Your browser, You are consenting to Our use of cookies in accordance with the terms of this Policy.

We may partner with third-party analytic companies, including, but not limited to, Google Analytics. The analytic companies may also use cookies or other tracking technologies to analyze visitors' use of Our Site or mobile app to determine the popularity of the content and better understand online activity. We do not transfer personal information to these third-party vendors.

We may use third-party software to post advertisements on Our Site or mobile app to oversee marketing or email campaigns, mobile messaging campaigns, or manage other company initiatives. Third-party advertisers whose ads appear on the Site may also use cookies or similar tracking technology. We have no control over these third-parties or their use of cookies. Please consult the terms and conditions and privacy policies of such third-party advertisers to understand their data collection and usage practices. For more information on opting out of interest-based ads, visit the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

## **HOW WE USE YOUR INFORMATION**

Your information allows Us to offer You certain products and services, including the use of Our Site, to fulfill Our obligations to You, to customize Your interaction with Our company and Our Site, and to allow Us to suggest other products and services We think might interest You. We generally store Your data and transmit it to a third-party for processing. However, to the extent We process Your data, We do so to serve Our legitimate business interests (such as providing You with the opportunity to purchase Our goods or services and interact with Our Site).

We may use your information for the following purposes:

- Create and administer Your account;
- Deliver any products or services purchased by You to You;
- Process payments or refunds;
- Contact You about new offerings that We think You will be interested in;
- Interact with You via social media;
- Send You a newsletter or other updates about Our company or Site;
- Deliver targeted advertising;
- Request feedback from You;
- Notify You of updates to Our product and service offerings;
- Resolve disputes and troubleshoot any problems;
- Administer contests or giveaways;
- Generate a profile that is personalized to You, so that future interactions with Our Site will be more personal;
- Compile anonymous statistical data for Our own use or for a third-party's use;
- Assist law enforcement as necessary;

- Prevent fraudulent activity on Our Site or mobile app; and
- Analyze trends to improve Our Site and offerings.

We may also use Your information to correspond with you or to otherwise send You email notifications, newsletters, and other marketing communications based on Your requests or consent. You can opt out of these communications at any time by notifying Us in writing or by following the unsubscribe procedure specified in the emails You receive.

## **DISCLOSURE OF YOUR INFORMATION**

Except as expressly outlined in this Privacy Policy or as required or permitted by law, We will not share, sell, or distribute any information You provide to Us without Your consent. Please be aware that information You post in public sections of the Site may be visible to users worldwide. Exercise caution when submitting personal information on the Site.

We may share Your information with third-parties in certain situations. In particular, We may share Your data with third-party processors as needed to serve Our legitimate business interests, which include administration of Our Site, administration of Your account, entering into contracts with You, communicating with You, taking orders for goods or services, delivering Our goods and services, identifying trends, protecting the security of Our company and Site, and marketing additional goods and services to You. The legal basis for Our disclosure of Your data is both Your Consent to this Privacy Policy and Our own right to protect and promote Our legitimate business interests.

We may disclose your personal information in the following circumstances:

**To Third-Parties.** We may disclose Your information to third-parties who assist us with various tasks, including payment processing, hosting services, email delivery, mobile messaging delivery, and customer service. For more information, see the “Other Third-Parties” Section, below.

**By Law or Court Order.** We may share Your data as required by law or to respond to legal process, including a subpoena, or as necessary to protect the rights, property, and safety of others. This includes sharing information with other parties to prevent or address fraud and to avoid credit risks.

**To Protect Our Company.** We may use Your information to protect Our company, including to investigate and remedy any violations of Our rights or policies. We may also disclose Your information as reasonably necessary to acquire and maintain insurance coverage, manage risks, obtain financial or legal advice, or to exercise or defend against legal claims.

**Advertisers.** We may use third-party advertising companies to run and manage Our ads to produce ads that appear when You visit Our Site or mobile app. These companies may use information about Your visit to Our Site and other websites that are contained in web cookies (as

described below) to offer You personalized advertisements about goods and services that might interest You. We cannot control the activities of such other advertisers or websites. You should consult the respective privacy policies of these third-party advertisers for more detailed information on their practices as well as for instructions about how to opt out of certain practices.

**Other Third Parties.** We may share information with advertisers, Our investors, or other third-parties for the purpose of conducting general business analysis. If We do so, We will make reasonable efforts to inform You if required by law.

**Sale or Bankruptcy.** In the event that Our company is sold, goes out of business, or enters bankruptcy, Your information may be an asset that is transferred to a third-party successor. Such a successor is not bound by Our Privacy Policy and may have its own. You will be notified in the event Our Company is sold, goes out of business, or enters bankruptcy.

**Interaction with Others.** If You interact with others on Our Site or mobile app, other users may have access to some of Your data, including Your name, profile picture, and Your history of interaction with Our Site.

**Online Postings.** When You post online or provide other postings on the Site, such as a product review, photograph, video, or other comments, Your posts, submissions, and comments may be viewed by others, and We may distribute Your posts, submissions, and comments outside the Site.

**External Links.** Our Site may include hyperlinks to other websites not controlled by Us. We suggest You exercise caution when clicking on a hyperlink. Although We use reasonable care in including a hyperlink on Our own Site, We do not regularly monitor the websites of these third-parties and are not responsible for any damage or consequences You suffer by using these hyperlinks. We are not bound by the privacy policies of any third-party websites that You access by a hyperlink, nor are they bound by Ours. We encourage You to read the Policies of those third-party websites before interacting with them or making purchases. They may collect different information and use different methods than We do.

**With Your Consent.** We may disclose Your personal information for any other purpose with Your consent.

**Other Purposes.** We may disclose Your personal data as necessary to protect Your interests or the vital interests of others or Our company.

**To Enforce Our Rights.** We may disclose Your personal data and information to individuals or entities necessary to enforce Our rights under this Privacy Policy or Our Terms and Conditions.

**To Meta.** We may disclose Your personal data and information to Meta for the purpose of providing groups associated with our Site. You can review Meta's Terms of Service here: <https://www.facebook.com/terms/>

## **PROCESSING YOUR INFORMATION**

In most circumstances, We do not process Your information in-house but give it to third-party processors for processing. For example, when PayPal takes Your payment information, they are a third-party processor. They process Your payment and remit the funds to Us.

We may, from time to time, process Your data internally for legitimate business interests. Our purposes in processing this information are to administer, maintain, and improve Our Site and offerings, to enter into contracts with You, to fulfill the terms of those contracts, to keep records of Our transactions and interactions, to be able to provide You with goods and services, to comply with Our legal obligations, to obtain professional advice, and to protect the rights and interests of Our company, Our customers (including You), and any third-parties. We may process the following data:

1. Data associated with Your account, such as Your name, address, email address, telephone number, and payment information;
2. Data about Your usage of Our Site, such as Your IP address, geographical information, and how long You accessed Our Site and what You viewed;
3. Data related to Your personal profile, such as Your name, address, profile picture, interests and hobbies, or employment details;
4. Data that You provide Us in the course of using Our services;
5. Data that You post on Our Site, such as comments;
6. Data that You submit to Us when You make an inquiry regarding Our Site or offerings;
7. Data related to Your transactions with us, including Your purchase of Our goods or services. This information may include contact details and payment information;
8. Data that You provide to Us when You subscribe to Our emails, mobile or SMS messaging, or newsletters, including Your email address, telephone number, and contact information;
9. Data that You submit to Us via correspondence, such as when You email Us with questions; and
10. Any other data identified in this Policy, for the purpose of complying with Our legal obligations, or to protect the vital interests of You or any other natural person.

## **DATA COLLECTION & RETENTION**

We collect and retain specific personal User data, which includes names and email addresses, as long as it is needed to conduct Our legitimate business purposes or to comply with Our legal obligations, or until You ask Us to delete Your data. For example, We will retain certain personal information indefinitely for the purposes of maintaining Your account, unless and until You delete Your account. Data that We gather for a specific and particular purpose, such as assisting law enforcement or analyzing trends, will not be kept for longer than is necessary for that particular purpose. Data that is no longer needed by Us for any of the purposes listed above will be permanently deleted. Access to this data is restricted to the Site owner and the designated

advertising manager. The primary purpose of collecting this information is to facilitate marketing and retargeting ad services associated with the offerings of Valerie Diane Nutrition and Wellness.

Your personal information will be retained for as long as You wish to maintain a connection with Us. The exact duration may vary as it depends on Your preferences and choices. As a general guideline, We will continue to send You email messages and newsletters through Our email subscription, which You may have either voluntarily subscribed to or been automatically enrolled in as a result of other activities on Our Site, until You choose to opt out of these communications.

You may request that We delete Your data at any time. However, note that We cannot control the retention policies of third-parties. If You wish to have any third-parties, including those to whom We've transmitted Your data, delete that data, You will need to contact those third-parties directly. You may request from Us a list of all third-parties to whom We have transmitted Your data.

## **MINORS**

Our Site is intended solely for Users who can form legally binding contracts under applicable law and are of legal age of majority in their place of residence. By using the Site, You represent and warrant that You can form a legally binding contract under applicable law and are of legal age of majority where You reside, and that You agree to abide by all of the terms and conditions of this Privacy Policy. This Site is not designed for use by children under the age of 13, and We do not knowingly solicit personal data from anyone under the age of 13. If You are under the age of 13, do not access or use Our Site or related products or services. If You become aware that We have collected data of anyone under the age of 13, please contact Us so that We may delete that data.

## **YOUR RIGHTS**

You have certain rights with respect to Your personal data, as outlined within this Privacy Policy. We may charge You a reasonable fee for actions that You ask Us to take with respect to Your data. We also reserve the right to request that You provide Us with evidence of Your identity before We take any action with respect to the exercise of Your data rights. Further, Your rights may be restricted or nullified to the extent they conflict with Our compelling business interests, the public interest, or the law.

- *Update Account Information:* You have the right to update or change any information You have provided to Us. To update or delete Your information, please contact Us at: [valerie@embody-wellness.com](mailto:valerie@embody-wellness.com).
- *Confirm Personal Data and Its Use:* You have the right to request that We confirm what data We hold about You, and for what purposes. You also have the right to confirm whether We process Your data or deliver Your data to third-party processors, and for what purposes. We will supply You with copies of Your personal data unless doing so would affect the rights and freedoms of others.

- *Change Consent:* You have the right to change Your consent to Our use of Your information. In such cases, We may require You to delete Your account with Us, as described above, and You may not have full access to Our Site.
- *Opt-Out of Communications:* If you do not wish to receive marketing communications from Us, you can unsubscribe via the link in an email You have received or You can unsubscribe via mobile or SMS messaging by replying “STOP” to a mobile message You have received.
- *Request a Copy of Data:* You have the right to request a digital copy of the data that We hold about You. Your first request for a copy of Your personal data will be provided free of charge; subsequent requests will incur a reasonable fee.
- *Transfer Your Data:* You have the right to request that We gather and transfer Your data to another controller, in a commonly used and machine-readable format, unless doing so would cause Us an undue burden.
- *Delete All Data:* You have the right to request that We delete all data that We hold about You, and We must delete such data without undue delay. There are exceptions to this right, such as when keeping Your data is required by law, is necessary to exercise the right of freedom of expression and information, is required for compliance with a legal obligation, or is necessary for the exercise or defense of legal claims. Such a request may result in a termination of Your account with Us and You may have limited or no use of Our Site.
- *Marketing Communications:* You may opt-out of receiving any third-party marketing communications or having Your personal information used for marketing purposes.
- *Processing:* In some circumstances, You may restrict the processing of Your data, such as when You contest the accuracy of Your data or when You have objected to processing, pending the verification of that objection. When processing has been restricted, We will continue to store Your data but will not pass it on to third-party processors without Your consent, or as necessary to comply with legal obligations or protect Your rights or those of others or Our company. In addition, You may opt-out of any processing of Your data altogether. Doing so may result in the termination of Your account and loss of access to Our Site.
- *Complaints:* You have the right to complain to a supervising authority if You believe We are misusing Your data or have violated any of Your rights under this Privacy Policy or applicable law.

## **NEWSLETTERS AND SMS MARKETING**

You may volunteer certain information to Us that is used for email and marketing purposes, or mobile or SMS messaging purposes. This information includes, but is not limited to, Your name,

telephone number, and email. You can unsubscribe from any future communications via phone or email, but We reserve the right to maintain a database of past phone and email subscribers. We reserve the right to use this information as reasonably necessary in Our business and as provided by law. Your information will be shared with reasonably necessary parties for the ordinary course of conducting Our business, such as through Facebook ads or other marketing campaigns. We respect Your privacy and will never sell Your personal information to third-parties unless opted-in to do so.

If You choose to unsubscribe from Our newsletters or SMS messaging, You will no longer receive marketing emails or text messages from Us. Please note that transactional or service-related communications may still be sent when necessary, including purchase confirmations.

### **DATA BREACH PROCEDURES**

We take all reasonable steps to protect Your personal data and keep Your information secure. We use recognized online secure payment systems and implement generally accepted standards of security to protect against personal data loss or misuse. However, no security measure is foolproof, and no method of data transmission can be guaranteed against interception or misuse. We cannot guarantee complete security of any information You transmit to Us.

By consenting to this Privacy Policy, You acknowledge that Your personal data may be available, via the internet, around the world. We cannot prevent the use or misuse of Your data by other parties.

In the unlikely event customer data has been lost, stolen, or potentially compromised, Our practice is to alert our customers via email no later than 72 hours after We become aware of the event. We will also report such incidents to any required data protection authority. We will work closely with any customers affected to determine next steps, such as any end-user notifications, needed patches, and how to avoid any similar event in the future.

### **ADDITIONAL PROTECTIONS**

Our servers are located in the United States. If You access this Site from outside the United States, Your information will be transferred to and processed in the United States. Depending on Your territory, You may be eligible for additional rights or protections based on these additional territory-specific laws. The following is a high-level summary regarding additional policies covering data protection and privacy for users in different regions:

#### **European Union/European Economic Area (“GDPR”):**

If You are located in the EU or EEA, the General Data Protection Regulation (“GDPR”) applies to Our processing of Your personal data. We process personal data on lawful bases permitted under the GDPR, including consent (where required), performance of a contract, compliance with legal obligations, and legitimate interests. You have rights to access, rectify, erase, restrict,

and transfer Your personal data, to object to certain processing, and to lodge a complaint with Your local supervisory authority. We will notify the relevant supervisory authority of a personal data breach without undue delay and, where feasible, within seventy-two (72) hours of becoming aware of it.

**United Kingdom (UK GDPR/Data Protection Act 2018):**

If You are located in the United Kingdom, Your personal data is processed in accordance with the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018. The UK GDPR took effect on January 1, 2021. You have rights substantially similar to those available under the EU GDPR, and You may contact the UK Information Commissioner’s Office (“ICO”) if You wish to raise a complaint.

**Brazil’s Lei Geral de Protecao de Dados Pessoais (“LGPD”):**

If You are located in Brazil, the LGPD (effective September 18, 2020) applies and governs Our processing of personal data. We rely on appropriate legal bases under the LGPD, including consent where required. You have rights to confirm the existence of processing, access, correct, delete, and transfer your personal data, as well as to revoke consent. The Brazilian National Data Protection Authority (“ANPD”) is the supervisory authority empowered to enforce the LGPD.

**Personal Information Protection And Electronic Documents Act (“PIPEDA”)**

If You are located in Canada, PIPEDA or applicable provincial legislation applies to commercial activity. We can collect, use, and disclose your data in a commercial setting. Where a province has substantially similar legislation, that provincial law may apply instead. You may withdraw consent to processing subject to legal or contractual restrictions.

**Australian Privacy Act of 1988 (“APA”):**

If You are located in Australia, the Privacy Act 1988 and the Australian Privacy Principles (“APPs”) apply to govern the processing of personal information for APP entities under the Act (for example, many Commonwealth agencies and private sector organizations meeting the Act’s thresholds). The APPs regulate the collection, use, disclosure, and protection of personal information, and provide You with rights to access and correct Your information.

**New Zealand Privacy Act of 2020:**

If You are located in New Zealand, the Privacy Act 2020 (which replaced the 1993 Act) governs processing. Most provisions of the Act commenced on December 1, 2020. This policy regulates

the collection, use, disclosure, and protection of personal information and provides rights to access and correction.

### **California Residents:**

If You are a California resident, the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (collectively, “CCPA”), applies to Our processing of Your personal information. You may have the right to request access to, correction of, or deletion of Your personal information; to receive information regarding categories of information collected, disclosed, sold, or shared; to opt out of the sale or sharing of personal information and of certain uses of sensitive personal information; and to be free from discrimination for exercising these rights. We do not currently respond to “Do Not Track” browser signals but will honor legally required global privacy control mechanisms where applicable. We also comply with the California Online Privacy Protection Act (“CalOPPA”) as it relates to online data collection.

### **CAN-SPAM Act:**

We comply with CAN-SPAM Act of 2003 with respect to commercial email communications, including providing clear identification, an unsubscribe mechanism in every commercial message, and accurate sender information.

### **CHANGES TO OUR PRIVACY POLICY**

We reserve the right to change or update this Privacy Policy at any time. We will not reduce Your rights under this Privacy Policy without Your consent in accordance with applicable law. When updated, the most recent “Last Updated” date will be noted at the top of this page. We encourage users to regularly review this page to stay informed about Our efforts to protect Your personal information.

### **CONTACTING US**

If You have any questions about this Privacy Policy, Your rights, the practices of this Site, or would like to update/remove Your personal information, please contact Us:

Valerie Diane Nutrition and Wellness LLC  
35322 Marabella Court, Winchester, CA 92596  
valerie@embody-wellness.com

### **YOUR ACCEPTANCE OF THESE TERMS**

By using this Site, You signify Your acceptance of this Policy. If You do not agree with this Policy, please refrain from using Our Site. Continued use of the Site following changes to this Policy will be deemed acceptance of those changes.