SHIFT / THE DAILY SHIFT

PRIVACY POLICY

Effective Date: November 19, 2026

1. Introduction

This Privacy Policy describes how SHIFT (the Company, we, us, or our) collects, uses, stores, and protects personal information when you visit our website, purchase products or services, participate in programs, or communicate with us. SHIFT provides menopause education, nutrition and fitness guidance, weight-management programs, personalized wellness plans, and coaching services. By using our services, you acknowledge the practices described here.

2. Collection of Your Personal Information

We may collect your name, email address, phone number, mailing and billing addresses, payment and transaction information, account registration details, enrollment and participation information, and communications with us.

Health and Wellness Information

When voluntarily participating in assessments, coaching, or personalized planning, you may provide age, height, weight, measurements, menopause symptoms, medical history, medications, supplements, nutrition, exercise, sleep, lifestyle habits, goals, progress, emotional wellness information, stress, behavioral patterns, and questionnaire responses. We use this information to personalize education and coaching. You may decline to provide information, although that may limit personalized services. Health information is sensitive and we take reasonable steps to protect it.

3. Use of Your Personal Information

We use information to deliver purchased programs and coaching; create and update personalized educational plans; monitor participation; send daily SHIFT lessons, reminders, and service communications; provide support; process payments; communicate updates; improve services; send marketing when permitted; and meet legal obligations. Other uses may occur with your consent.

4. Personalized Plans and Artificial Intelligence

SHIFT may use third-party software, automation, and AI tools to organize questionnaire responses, identify lifestyle patterns, develop educational wellness recommendations, and track progress. We aim to limit information shared to what is reasonably necessary and may remove direct identifiers when appropriate. AI output is not medical advice and may contain errors. We do not authorize AI providers to use identifiable client health information for independent marketing.

5. Sharing Information with Third Parties

SHIFT does not sell or rent customer lists or personal health information. We may share necessary information with service providers supporting website hosting, customer management, payment processing, messaging, storage, program delivery, analytics, and AI-assisted services, subject to applicable agreements and law. We may disclose information to comply with law, prevent fraud, protect rights, or address safety concerns.

6. Text Messaging and SMS Communications

With appropriate separate consent, SHIFT may send daily lessons, instructions, reminders, coaching updates, account notifications, and promotional messages where separately authorized. Frequency varies; message and data rates may apply. Reply STOP to opt out and HELP for assistance where supported. Marketing SMS consent is not a condition of purchase. Mobile information and SMS opt-in consent will not be shared with third parties or affiliates for their own marketing purposes; messaging vendors may process data solely to deliver messages on our behalf.

7. Payment Information

Payments may be processed through secure third-party payment providers. SHIFT does not intentionally store full card numbers or card security codes on its own systems. Transaction information may be used for purchases, refunds, and records.

8. Tracking User Behavior and Cookies

SHIFT may use cookies and similar technologies to measure pages visited, time on site, navigation, referrals, devices, and usage patterns; to improve services and assess marketing effectiveness. We obtain consent for nonessential tracking when required by law.

9. Automatically Collected Information

Our systems may collect IP address, browser and device details, operating system, access times, referring sites, and website performance information for functionality, security, troubleshooting, and analytics.

10. Protection of Your Personal Information

SHIFT uses reasonable administrative, technical, and organizational safeguards and limits access to people and vendors who need information for authorized services. No online transmission or storage system is completely secure. Avoid sending highly sensitive information through unsecured channels.

11. Retention of Personal Information

We retain information as reasonably necessary to deliver services, maintain business records, comply with legal, tax, and accounting duties, resolve disputes, and enforce agreements. We take reasonable steps to delete, anonymize, or securely dispose of information when no longer needed.

12. Your Privacy Rights and Right to Deletion

Depending on applicable law, you may request access, correction, deletion, information about use or disclosure, or withdrawal of certain consents. Contact us using the information below. We may verify identity. Exceptions may apply for transactions, legal records, fraud prevention, disputes, and legal obligations. We will direct relevant service providers to delete data where applicable.

13. Children's Privacy

SHIFT services are intended for adults age 18 and older. We do not knowingly collect information from children under 13. If we learn such information was collected without required consent, we will take appropriate deletion steps.

14. Email Communications

We may email enrollment and purchase details, educational content, updates, support messages, surveys, and permitted promotions. We may measure opens and link clicks. Promotional emails include an unsubscribe option; essential transactional communications may continue.

15. Health and Wellness Disclaimer

SHIFT provides education, lifestyle guidance, fitness programming, and wellness coaching, not diagnosis or treatment. Information and AI-assisted plans do not replace licensed medical advice. Consult a healthcare professional before significant changes to diet, exercise, supplements, medications, fasting, or hormone therapy. Individual results vary.

16. Third-Party Websites and Services

Links may lead to third-party services with independent policies. SHIFT is not responsible for their independent privacy practices or content.

17. Changes to This Privacy Policy

We may revise this Policy when services, technology, business practices, or law change. Material changes may be communicated by email, website notice, or other appropriate means. The effective date will be updated.

18. Contact Information

SHIFT | Operated by: [Legal Business Name] | Website: [SHIFT Website URL] | Email: [SHIFT Contact Email] | Location: Texas, United States.