

Your privacy is important to Dr. Amanda Ferris, ND. To better protect your privacy, we provide this notice (“Privacy Policy”) explaining what information we collect, how we might use that information and the choices you can make about the way your information is collected and used at [www.amandaferrisnd.com](http://www.amandaferrisnd.com) (the “Website”). The effective date of this Privacy Policy is Sept 2018 and this Privacy Policy.

The operator of the Website is WIX. You can inquire about this Privacy Policy by contacting [dramanda@amandaferrisnd.com](mailto:dramanda@amandaferrisnd.com)

The Website is not intended for use by individuals under the age of 18 and we do not knowingly collect personally identifiable information (“PII”) from anyone under the age of 18. In the European Union (“EU”), the processing of personal identifiable data is governed by the General Data Protection Regulation 2016/679 (“GDPR”). Under the GDPR, personal identifiable data is defined as: “Any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.” Wix complies with its obligations under GDPR by keeping PII up to date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data; by protecting PII from loss, misuse, unauthorized access and disclosure and by ensuring that appropriate technical measures are in place to protect PII.

## *I. The Information Collected*

At the Website, you can subscribe to one of our services ( information, private coaching, online program), express an opinion, and connect to third-party web sites to order services and products. We collect PII that you provide to us. The types of PII that may be collected on the Website include, without limitation: your name, address, e-mail address, telephone number, fax number, and information about your interests in and use of various services, programs, and

products. At times, we might request you provide to us your age or gender. We also may collect information you provide as part of a User Submission (as defined in our Terms of Use). All of this information is referred to in this Privacy Policy as “PII.”

Our servers also may automatically collect information about you, your online behavior and your computer, mobile or other device. The information collected may include, without limitation, the make, model, settings, specifications (e.g., CPU speed, connection speed, browser type, operating system, device identifier) and geographic location of you and/or your computer, mobile or other device, as well as date/time stamp, IP address, pages visited, time of visits, content viewed, ads (if any) viewed, the site(s), application(s), destination(s), and/or service(s) you arrived from, and other clickstream data.

If you choose to access, visit and/or use any third party social networking service(s) that may be integrated with the Website, we may receive PII and other information about you and your computer, mobile or other device that you have made available to those services, including information about your contacts on those services. For example, some social networking services allow you to push content from our Website to your contacts. Your decision to use a social networking service in connection with our Website is voluntary.

However, you should make sure you are comfortable with the information your third party social networking services may make available to our Website by visiting those services’ privacy policies and/or modifying your privacy settings directly with those services. We reserve the right to use, transfer, assign, sell, share, and provide access to all PII and other information about you and your computer, mobile or other device that we receive through third-party social networking services in the same ways described in this Privacy Policy in respect of all of your other information.

## **II. Use of the Information**

We use the PII you provide about yourself to administer your account, fulfill your requests for and provide you with access to our services, programs, and products, to respond to your inquiries about our offerings, and to offer you

other services, programs, or products that we believe may be of interest to you. We also may use this information to communicate with you when we make changes to our subscriber agreements, to fulfill a request by you for an online newsletter, or to contact you about your account with us. In addition to the foregoing, we use the information you provide in connection with our social, community, and public discussion areas or as part of a User Submission to provide an interactive experience on the Website. For example, we may use this information to write e-mails, to publish submissions, to offer suggestions to and share stories with our readers or to offer you services, programs, or products.

We will not sell, transfer or otherwise disclose your PII to third parties, except as follows: (i) we may use third parties to perform specific functions on our behalf and we may disclose such information to help those parties perform their services; (ii) we may disclose such information in response to a legal process, order or investigation (for example, a subpoena or court order); (iii) we may disclose PII where disclosure is necessary to protect our legal rights or to protect us or others (for example, in order to reduce the risk of fraud or illegal activities); (iv) we may sell or share such information with companies related to ours, and our affiliates, subsidiaries, business partners and advertisers for the purpose of marketing products, programs and services to you or for any other purpose related to our or their businesses; and (v) we may acquire, merge with or be acquired by another company or we might sell some or all of our assets, and, in such a case, we may sell and/or disclose your PII to another company.

We may use the information we collect about you, your online behavior and your computer, mobile or other device to improve the design and content of the Website and to enable us to personalize your Internet experience. We may also use this information in the aggregate to analyze site usage, as well as to offer you services, programs, or products. In addition, we reserve the right to use this information, which may at times be able to identify you, for any lawful business purpose, including without limitation to help diagnose problems with our servers, to gather broad demographic information, analyze trends, track users' movements around the Website, and to otherwise administer the

Website. In addition to all of the foregoing, we reserve the right to use, transfer, sell, and share aggregated, anonymous data about our users as a group for any lawful business purpose, such as analyzing usage trends and seeking compatible advertisers, sponsors, and customers. CNI may combine information we receive online with outside records to enhance our ability to offer information or market to you those services or products that may be of interest to you.

For more information regarding our use of information you submit to us, please review our Terms of Use.

### *III. Age*

This Website is not intended for anyone under the age of 18, and no one under the age of 18 is allowed to register for the Website or provide any PII or use our social, community, and public discussion areas. If you are under the age of 18, do not, under any circumstance, submit any PII to us. By accepting the Terms of Use for the Website, you confirm that you are 18 years of age or older and are fully able and competent to enter into the terms, conditions, obligations, affirmation, representations and warranties set forth therein, and to abide by and comply with the Terms of Use and any applicable laws, statutes, ordinances, rules and regulations, including, without limitation, privacy laws, intellectual property laws, internet and anti-spam laws, and other applicable general business laws or regulatory requirements.

### **IV. Cookies**

The Service may place and/or store code or other types of information and/or devices (e.g., “cookies”) on your computer, mobile or other device (“Local Device Storage”). We may use Local Device Storage for any lawful business purpose, including without limitation to customize your visitation and shopping experience, to deliver content consistent with your stated interests, to provide you with custom-tailored content, to save your password in password-protected areas, to determine which of our messages have been opened by recipients so we can gauge the effectiveness of marketing

campaigns, to control the display of ads, to track usage patterns, the movements of individual users, and your geographic location, to help diagnose problems with our servers, to gather broad demographic information, to analyze trends, to conduct research, to deliver editorial content, to record registration and personalization information, and to otherwise administer the Website. Most browsers are initially set to accept cookies. If you would prefer, you may be able to set yours to refuse cookies or to alert you when cookies are being sent. However, it is possible that some parts of the Website, such as access to the Health Store, will not function properly if you do so. Cookies, by themselves, do not tell us your e-mail address or other PII unless you choose to provide this information to us. However, once you choose to furnish the Website with PII, this information may be linked to the data stored in the cookie.

In addition to Local Device Storage, we may use web beacons, web bugs, clear gifs, and similar technologies (collectively, together with Local Device Storage, the “Tracking Technologies”). We use Tracking Technologies for all or some of the same lawful business purposes we describe above for use of Local Device Storage.

We take precautions and have implemented certain technical measures intended to protect against unauthorized access to, loss of, disclosure of, and unlawful interception of PII submitted via the Website. We also limit internal access to PII to a select list of our personnel on a “need-to-know” basis. However, because no data transmission is completely secure, and no system of physical or electronic security is impenetrable, we cannot guarantee the security of the information you send to us or the security of our servers, networks or databases. Your communications containing PII may be unlawfully intercepted or accessed by third parties and/or the Website may be subject to network attacks or malfunctions. Accordingly, we cannot and do not guarantee that your PII or any other information is completely secure and safe from any risk, and you provide information to us at your sole risk. By using the Website you agree that we are not responsible for any inadvertent loss of such information or the consequences thereof.

The Website contains links to other web sites that are operated by third parties. With prior permission, other sites may also reference or link to the Website. To obtain permission, send an e-mail to [webinfo@drnorthrup.com](mailto:webinfo@drnorthrup.com). The services or products described or advertised on the Website are generally sold by other parties on other sites. WIX is not responsible for the privacy practices or the content of those other sites. WIX makes no representations concerning any effort to review the content of sites to which it may be linked and has no control over information submitted to other sites. Visitors should consult the other sites' privacy notices prior to submitting any information to those sites, as we have no control over information that is submitted to, or collected by, these third parties.

You will have the ability to update your personal information in your user profile page, and, if you request, we will change any inaccuracies in the PII we have that pertains to you, and/or end any direct communications with you, or even delete your PII altogether. Even after such modification or deletion, however, there may be residual information that will remain within our databases that may or may not contain PII. This residual information will not be given to any third party or used for any commercial purpose.

We may modify or supplement this Privacy Policy at any time without notification to you. The current version of this Privacy Policy will be posted to the Website. You are encouraged to review this Privacy Policy from time to time.

*Last Updated: September, 2018*