Website Privacy Policy

Last Updated November 2, 2026

1. Purpose and Scope.

Welcome to Dr. Yvonne Burkart, LLC ("Company," "we," "us," or "our"). This Privacy Policy ("Policy") outlines how we collect, use, share, and protect your personal information when you visit our websites dryvonneburkart.com, mylowtoxconception.com, thelowtoxsolutionbook.com, thelowtoxsolutionupgrade.com and any related subpages (the "Website").

This Policy applies when you:

- Visit or browse our Website.
- Engage with any features such as chat, user submissions, or electronic messaging on our Website.
- Opt into email newsletters or marketing communications.
- Purchase services, digital products, courses, or join membership programs via our Website.
- Interact with our ads or marketing content on third-party websites or platforms.

This Policy does not cover data collected offline or via third-party websites or platforms, including affiliates or service providers.

OPTION A

This Policy describes our data practices. Where required by applicable law, we will obtain your consent before collecting or processing your personal information. By providing your information through forms, account registration, or purchases on our Website, you consent to the practices described in this Policy. For browsing data and cookies, please see our cookie consent preferences in Section 7.

2. Age Requirements.

We do not knowingly collect or solicit personal information from anyone under the age of 16. If you are under 16, please do not submit any personal information to us. If we learn that we have inadvertently collected personal information from someone under 16, we will promptly delete it.

If you believe we have collected such information, please contact us at hello@safeingredientacademy.com.

3. Legal Bases for Processing.

We process your personal information only when we have a valid legal basis to do so. Depending on the circumstances, we rely on one or more of the following:

- Contract Performance. Processing that is necessary to fulfill a contract with you, such as completing a purchase or delivering a digital product.
- Legitimate Interests. Processing that is necessary for our legitimate business interests (such as improving our Website, marketing our services, or preventing fraud), provided those interests are not overridden by your rights.
- Consent. Where you have given us clear, affirmative consent to process your data for a specific purpose, such as subscribing to a newsletter or opting into marketing communications. You may withdraw consent at any time.
- Legal Obligation. Processing that is necessary for us to comply with applicable laws, regulations, or legal processes.

4. Information We Collect.

We collect various types of personal information from you, which may include:

- Personal Identifiers. Name, email address, phone number, billing/shipping address, etc.
- Financial Information. Payment details such as credit card or banking information.
- Geolocation Data. IP address, location data from your device.
- Demographic Information. Age, gender, occupation, etc.
- Internet and Device Activity. Browser type, operating system, browsing behavior on our Website.
- Authentication Data. Social media usernames, passwords, and account security data.
- Media. Photos, videos, or other media you may upload to the Website.
- Digital Product and Course Data. Course progress, completion history, and engagement data collected when you purchase a digital product, join a course, or subscribe to a membership program through our Website.

- Customer Service Records. Records of communications with our customer support team, including chat logs, emails, and phone call records.

This data is collected directly from you when you provide it (e.g., during registration or purchase) or automatically via cookies and other tracking technologies when you browse our Website.

5. Sensitive Personal Information.

Some of the information we collect may be classified as "sensitive personal information" under applicable privacy laws, including:

- Financial account information (e.g., credit card or bank account numbers combined with access credentials).
- Precise geolocation data.
- Account login credentials (usernames combined with passwords or security questions).

We use sensitive personal information only as necessary to provide the services you request, process transactions, ensure security, and comply with legal obligations. We do not use or disclose sensitive personal information for purposes beyond those permitted by applicable law.

If you are a California resident, you have the right to limit our use and disclosure of your sensitive personal information. To exercise this right, please see Section 10 (Consumer Rights) below.

6. Sources of Information.

Your personal information may be collected from the following sources, including, but not limited to:

- Directly from You. When you fill out forms, subscribe to services, create an account, or make purchases on our Website.
- Third Parties:
    - Payment Processors. When you make a purchase, we collect data via third-party payment gateways (e.g., Stripe, PayPal) to process your transactions.
    - Analytics Providers. Such as Google Analytics, to monitor traffic and understand how users interact with our Website.
    - Social Media Platforms. If you connect or log in using your social media accounts (e.g., Facebook, Google, LinkedIn), or if you interact with our content on social media, those platforms may share your data with us.
    - Email Marketing Platforms. We collect data through email marketing providers (e.g., Mailchimp, ConvertKit) when you subscribe to our newsletter or download resources.
    - Advertising Networks. When you interact with our ads on third-party platforms (e.g., Google Ads, Facebook Ads), those platforms may share information on your engagement with our advertisements.
    - E-Commerce Platforms and Marketplace Integrations. If we sell through third-party marketplaces or use e-commerce platforms (e.g., Shopify, WooCommerce, Etsy), those platforms may share order and customer data with us.
    - Shipping and Logistics Providers. Carriers and fulfillment partners may provide delivery status, address verification, and return information.
    - Fraud Prevention Services. We may receive data from third-party fraud detection and identity verification services to protect against fraudulent transactions.
- Automated Data Collection. We use cookies, web beacons, and similar technologies to collect data on how you interact with our Website and ads, including your browsing behavior, device information, and IP address. We may also collect data through automated tools such as customer feedback tools, survey responses, or affiliate marketing programs. For more detail on our use of cookies and tracking technologies, see Section 7 below.

7. Cookies, Tracking Technologies, and Affiliate Marketing.

We use cookies and similar tracking technologies (e.g., web beacons, pixels) to enhance your experience and understand how you use our Website. We use the following categories of cookies:

- Strictly Necessary Cookies. Required for the Website to function properly (e.g., session management, security). These cookies cannot be disabled.
- Performance and Analytics Cookies. Help us understand how visitors interact with our Website by collecting usage data. These cookies are used to improve Website functionality.
- Functional Cookies. Allow us to remember your preferences and settings to personalize your experience.
- Advertising and Targeting Cookies. Used by us and third-party advertising partners to deliver ads relevant to your interests, both on our Website and on third-party platforms.

We also allow third-party cookies and tracking technologies on our Website to collect data about your browsing habits for marketing purposes, such as retargeting ads. These third-party services may collect information such as your IP address, device information, and browsing behavior.

We may participate in affiliate marketing programs. When you click on affiliate links and make a purchase, we may receive a commission, and certain tracking data may be shared with our partners for this purpose.

You can manage your cookie preferences through our cookie consent tool on the Website or through your browser settings. For information on opting out of the sale or sharing of your personal information through cookies and tracking technologies, see Section 9 (Data Sharing, Sale, and Sharing).

8. How We Use Your Information.

Your personal information may be used for the following purposes:

- To personalize your experience on our Website. We use your data to tailor content, product recommendations, and resources based on your preferences and browsing history.
- To process your transactions, including payments and delivery. Your financial information is used to complete purchases, manage billing, and facilitate any necessary shipping or delivery services.
- To communicate with you about your account, purchases, or customer service inquiries. We may contact you via email or other channels to provide order confirmations, receipts, or updates on product availability or service changes.
- To deliver marketing and promotional content that may interest you. We send you relevant offers, promotions, and updates about new products, services, or events that align with your interests, based on your data.

- To comply with legal obligations and protect our legal rights. We may use your data to comply with applicable laws, regulations, and respond to lawful requests, or to enforce our Terms and Conditions and other agreements.
- To improve Website performance and develop products or services based on analytics. We analyze data on how users interact with our Website to make improvements and develop new features or services.
- To prevent fraud and protect transaction security. We use your data to detect and prevent fraudulent transactions, verify identities, and protect the security of purchases made through our Website.
- To track progress and provide feedback for online courses or membership programs. We collect and use data related to your activity in online courses or membership areas to monitor completion rates, provide feedback, and offer personalized resources or suggestions.
- To manage and administer subscription services. If you subscribe to a membership, newsletter, or service, we use your data to manage billing cycles, renewals, and account status.
- To support customer relationship management (CRM) activities. We may use your data in our CRM system to maintain customer profiles, track interactions, and deliver personalized customer support.
- To administer surveys, quizzes, or feedback forms. Your data may be used to analyze responses from surveys or quizzes you participate in to better understand your preferences and improve our offerings.
- To facilitate affiliate marketing programs. If you participate in our affiliate marketing programs or interact with our partners' offers, we may use your data to track commissions, referrals, or engagement with our partners' products or services.
- To manage and optimize advertising campaigns. We may use data collected from cookies and analytics tools to create more relevant ad campaigns and optimize ad targeting strategies across social media or search engines.
- To generate testimonials or case studies for marketing purposes. If you have shared positive feedback or testimonials with us, we may use that information (with your consent) to create case studies, testimonials, or other promotional materials.

9. Data Sharing, Sale, and Sharing.

We are committed to being transparent about how your personal information is shared or disclosed. Your personal data may be shared with the following parties for the purposes outlined below:

- Service Providers. We may share your information with trusted third-party service providers who assist in the operation of our business, including:
    - Payment Processors. Companies such as Stripe, PayPal, or other financial institutions that handle payments securely on our behalf.

    - Shipping and Fulfillment Services. If you purchase physical products, your address and contact information may be shared with third-party shipping providers like UPS, FedEx, USPS, or DHL. If you purchase digital products, your name and email address may be shared with third-party digital product delivery providers.
    - Email Marketing and Automation Tools. Services like HighLevel to help us manage email communications, deliver newsletters, and automate responses.
    - Hosting and IT Support. Web hosting services or IT vendors responsible for maintaining our Website and ensuring its security.
    - Analytics Providers. Tools such as Google Analytics to help us understand Website performance and user behavior.
    - Fraud Prevention and Identity Verification Services. Third-party services that help us verify customer identities and detect fraudulent transactions.
- Affiliates and Business Partners. We may share your personal information with our business affiliates and partners for purposes such as:
    - Affiliate Marketing Programs. If you interact with our affiliates (e.g., by purchasing through an affiliate link), we may share relevant information (e.g., referral data) to track and manage commissions.
    - Co-Branded Promotions. If we collaborate with third parties for joint promotions, events, online workshops, webinars, or joint marketing campaigns, we may share registration and engagement information with the partner.
- Advertising Networks and Social Media Platforms. To deliver more personalized ads, we may share information (e.g., device data, browsing history) with:
    - Ad Networks. Such as Google Ads, Facebook Ads, or other advertising networks to serve you targeted ads.
    - Social Media Platforms. We may use features like Facebook or Pinterest Pixels or LinkedIn Insights to track user engagement and optimize our advertising efforts.
- Legal Authorities. We may disclose your personal information when required to do so by law, regulation, or legal process, including:
    - In response to a court order, subpoena, or other governmental request.
    - To protect our legal rights, privacy, safety, or property, or that of our employees, customers, or others.
- Corporate Transactions. In the event of a merger, acquisition, restructuring, or sale of our assets, your personal information may be transferred to a third party as part of the transaction. In such cases, we will notify you of any significant changes regarding the handling of your personal information.
- Non-Personally Identifiable Information. We may share aggregated or de-identified data that cannot reasonably be used to identify you. This type of information may be shared freely with third parties for analytics, research, or marketing purposes.
- Consent-Based Sharing. In any other situation where we need to share your personal information, we will do so only with your explicit consent.

Sale and Sharing of Personal Information

We do not sell your personal information to third parties for direct financial compensation. However, we may allow certain third parties (such as ad networks or affiliate partners) to collect information about your activities on our Website through cookies or other tracking technologies. Under certain privacy laws, including the California Consumer Privacy Act as amended by the California Privacy Rights Act ("CCPA/CPRA"), this activity may be considered a "sale" or "sharing" of personal information.

"Sharing" under the CCPA/CPRA means disclosing personal information to a third party for cross-context behavioral advertising purposes, whether or not for monetary consideration. Because we use third-party advertising pixels, retargeting tools, and similar technologies, some of our data practices may constitute "sharing" under this definition.

How to Opt Out of Sale, Sharing, and Targeted Advertising

You may opt out of the sale and sharing of your personal information and manage your data sharing preferences through any of the following methods:

- Click the "Do Not Sell or Share My Personal Information" link on our Website.
- Enable a Global Privacy Control (GPC) signal in your browser. We honor GPC signals as a valid opt-out request (see Section 11 below).
- Adjust your cookie preferences via our cookie consent tool or your browser settings.
- Opt out of targeted advertising by visiting https://optout.networkadvertising.org/?c=1.
- Opt out of marketing communications via the unsubscribe link in any of our emails.
- Contact us directly at hello@safeingredientacademy.com to opt out of specific types of data sharing.

Please note that once your data is shared with a third-party service provider or partner, their privacy practices and policies will apply. We encourage you to review the privacy policies of any third-party websites or services you engage with.

International Data Transfers

If you are located outside the United States, your personal data may be transferred to and processed in the United States or other countries where our third-party service providers operate. We take steps to ensure such transfers comply with applicable data protection laws, such as the GDPR, by implementing standard contractual clauses or similar legal mechanisms.

10. Consumer Rights.

You have certain rights regarding your personal data under applicable privacy laws. The specific rights available to you depend on your jurisdiction.

Rights Available to All Users

- Right to Access. Request access to the personal data we hold about you.
- Right to Correction. Request correction of inaccurate or incomplete data.
- Right to Deletion. Request the deletion of your personal data (subject to legal exceptions).
- Right to Opt-Out. Opt out of the sale or sharing of your data or targeted advertising. See Section 9 for available opt-out methods.
- Right to Data Portability. Request transfer of your data to another provider in a commonly used format.

Additional Rights for California Residents (CCPA/CPRA)

- Right to Know. Request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business purposes for collection, and the categories of third parties with whom we share your data.
- Right to Limit Use of Sensitive Personal Information. Direct us to limit the use and disclosure of your sensitive personal information to purposes necessary to provide the services you request.
- Right to Non-Discrimination. We will not discriminate against you for exercising any of your privacy rights.
- Right to Opt Out of Sale and Sharing. Opt out of both the sale of your personal information and the sharing of your personal information for cross-context behavioral advertising.

Additional Rights for EU/UK Residents (GDPR/UK GDPR)

- Right to Restrict Processing. Request that we restrict the processing of your personal data in certain circumstances (e.g., while we verify the accuracy of your data).
- Right to Object. Object to the processing of your personal data based on legitimate interests or for direct marketing purposes.
- Right to Withdraw Consent. Where processing is based on consent, withdraw your consent at any time without affecting the lawfulness of processing conducted before withdrawal.
- Right to Lodge a Complaint. File a complaint with your local data protection supervisory authority.

How to Exercise Your Rights

To exercise any of these rights, please contact us at hello@safeingredientacademy.com or use the contact methods listed in Section 15 (Contact Us) below. We will respond to verifiable requests within the timeframes required by applicable law (generally 45 days for CCPA/CPRA requests and 30 days for GDPR requests, with extensions permitted where necessary).

We may need to verify your identity before processing your request. If you use an authorized agent to submit a request on your behalf, we may require proof of authorization.

Right to Appeal

If we decline to take action on your request, you have the right to appeal our decision. To submit an appeal, contact us at hello@safeingredientacademy.com with the subject line "Privacy Rights Appeal." We will respond to appeals within the timeframe required by applicable law. If your appeal is denied, you may contact your state attorney general or applicable data protection authority.

11. Do Not Track and Global Privacy Control (GPC).

Our Website honors Global Privacy Control (GPC) signals. When we detect a GPC signal from your browser, we will treat it as a valid opt-out request for the sale and sharing of personal information associated with that browser, as required by applicable law.

With respect to Do Not Track (DNT) browser signals, there is currently no industry-wide standard for how websites should respond to DNT signals. We will update this Policy if a uniform standard is adopted.

For more details on GPC, visit https://globalprivacycontrol.org.

12. Data Retention.

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected. The following general retention guidelines apply:

- Account and transaction data: Retained for the duration of your account or business relationship, plus 5 years to comply with tax, accounting, and legal obligations.
- Marketing data: Retained until you unsubscribe or request deletion.
- Analytics and cookie data: Retained for up to 12 months.
- Legal and compliance records: Retained as required by applicable law.

After the applicable retention period, we will securely delete or anonymize your personal data unless retention is required by law. You can request deletion of your data by contacting us, except in cases where retention is required by law.

13. Data Security.

We implement appropriate technical and organizational security measures to protect your data from unauthorized access, loss, or misuse, including encryption, access controls, and secure data storage. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee the absolute security of your data.

You are responsible for keeping your account credentials secure. We are not liable for any unauthorized access resulting from your failure to safeguard your login information.

14. Changes to This Policy.

We may update this Privacy Policy periodically to reflect changes in our practices or legal obligations. The "Last Updated" date at the top of this page reflects the latest version. If material changes are made, we will notify you via email or post a notice on our Website.

Your continued use of the Website following such changes indicates your acceptance of the updated Policy.

15. Contact Us.

If you have any questions, concerns, or would like to exercise your privacy rights, you can reach us using the following contact methods:

- Email: hello@safeingredientacademy.com.
- Mail: 2108 N ST #8670, Sacramento, CA, 95816, USA