

Asset Zero Blueprint™ Program Policies

Privacy Policy

Be Well for Good, LLC (the “Company”) respects the privacy concerns of the users of its site. This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site. We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

WHAT IS CONSIDERED PERSONAL INFORMATION?

Personal information refers to information such as your name, email address, geographic location, purchase history, gender, and browsing habits on our site. Credit card information and mailing address are collected by a third party payment processor (Stripe) and are not collected by this site.

WHAT INFORMATION DO WE COLLECT?

We collect information from you when you register on the site, place an order, enter a contest or respond to a survey or communication such as e-mail, or participate in another site feature.

When ordering or registering, we may ask you for your name, e-mail address, phone number, or other information. Like many websites, we use cookies to gather information about visitors and visits to our websites. Information such as the type of browser being used, its operating system, and your IP address is gathered in order to enhance your online experience.

HOW DO WE USE YOUR INFORMATION?

We may use the information we collect from you when you register, purchase products, enter a contest or promotion, respond to a survey or marketing communication, or use certain other site features in the following ways:

To personalize your site experience and to allow us to deliver the type of content and product offerings in which you are most interested.

To allow us to better service you in responding to your customer service requests. To quickly process your transactions.

If you would no longer like to receive promotional email from us, you can find an unsubscribe link at the bottom of each email.

DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for seven years after they stop being customers.

CHILDREN AGE 16 AND UNDER

The Company recognizes the special obligation to protect personally identifiable information obtained from children age 16 and under. AS SUCH, IF YOU ARE 16 YEARS OLD OR YOUNGER, THE COMPANY REQUESTS THAT YOU NOT SUBMIT ANY PERSONAL INFORMATION TO THE SITE OR TO THE COMPANY. If the Company discovers that a child age 16 or younger has signed up on the Site or provided us with personally identifiable information, we will delete that child's identifiable information from our records.

MALWARE/SPYWARE/VIRUSES

Neither the Company nor the Site knowingly permit the use of malware, spyware, viruses, and/or other similar types of software.

LINKS TO EXTERNAL SITES

The Company is not responsible for the content or practices of third party websites that may be linked to the Site. The Company is also not responsible for any information that you might share with such linked websites. You should refer to each website's respective privacy policy and practices prior to disclosing any information.

SOCIAL CHAT AREAS

Clients are solely responsible for the content of messages they post on the Company's forums, such as social media. Users should be aware that when they voluntarily disclose personal

information (e.g., user name, e-mail address, phone number) on social media, that information can be collected and used by others and may result in unsolicited messages from other people. You are responsible for the personal information you choose to submit in these instances. Please take care when using these features. Likewise, the Client understands that given the group nature of the Program, including the weekly coaching calls and Facebook Group that any discussions or any related Program discussions are to be held in strict confidence and cannot be shared, referred to or mentioned outside of the designated Program.

YOUR ACCESS TO AND CONTROL OVER YOUR PERSONALLY IDENTIFIABLE INFORMATION

At any time, but only once per calendar year, or as otherwise required under applicable law, users may contact Company to review the personally identifiable information that Company has collected about you. If you discover any errors, please notify the Company and the information will be corrected. To review the personally identifiable information that company has collected about you, please send an email to info@bewell4good.com with the subject line: "Personal Information Review Request." Users may also request that the Company delete a user account(s) or, if you have not established a user account, your email address, and any related data at any time. If you wish to delete your user account(s), please email us at info@bewell4good.com with the words "Delete Account" in the subject line. If you do not have a user account and wish to delete your email address or other personally identifiable information that you might have provided through your use of the Site, any Games, and/or any Services, please email us at info@bewell4good.com with the words "Delete My Information" in the subject line.

You may also choose to confirm that the Company does not use your personal information in certain ways and/or to otherwise "opt out" of certain uses of that personal information, including without limitation (i) when your personal may to be disclosed to a third party unrelated to the Company and/or parties directly related to providing your Services and/or (ii) when your personal information may be used for a purpose that is materially different from the purpose(s) for which it was originally collected or subsequently authorized by you. If you wish to limit your personal data in either such way, or have other questions about how the Company may use your personal data, please contact us at info@bewell4good.com with the words "Privacy Request" in the subject line.

YOUR CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83 permits California residents to request from companies conducting business in California a list of third parties to which the company has disclosed personally identifiable information during the preceding year for direct marketing purposes. Company has not and will not share your personally identifiable information with third parties for their direct marketing purposes; accordingly, it will not maintain such a list of third parties. If you are a resident of California and want additional information confirming how the Company does not share your personally identifiable information with third parties for their direct marketing

purposes, you may contact us at info@bewell4good.com with the words "California Privacy" in the subject line of your email.

CHANGES TO OUR POLICY

If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change. This policy was last modified on June 17th, 2020.

ONLINE PRIVACY POLICY

This privacy policy refers only to information collected through our websites, and does not apply to information collected in person at events, coaching calls or social media.

YOUR CONSENT

In using our site, you agree to our privacy policy.

QUESTIONS AND FEEDBACK

We welcome your questions, comments, and concerns about privacy. Please send us any and all feedback pertaining to privacy, or any other issue via email at: info@bewell4good.com

Terms and Conditions

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS OF USE CAREFULLY BEFORE USING THIS WEBSITE.

All users of this site agree that access to and use of this site is subject to the following terms and conditions and other applicable law. If you do not agree to these terms and conditions, please do not use this site.

The Website Standard Terms And Conditions contained herein on this webpage, shall govern your use of this Website, including all pages within this Website (collectively referred to herein below as this "Website"). These Terms apply in full force and effect to your use of this Website and by using this Website, you expressly accept all terms and conditions contained herein in full. You must not use this Website, if you have any objection to any of these Website Standard Terms And Conditions.

COPYRIGHT

The entire content included in this Website including but not limited to text, graphics or code is copyrighted as a collective work under the U.S. and other copyright laws, and is the property of Be Well for Good, LLC. ALL RIGHTS RESERVED. Permission is granted to electronically copy and print hard copy portions of this Website for the sole purpose of learning and succeeding in the Asset Zero Blueprint™.

You may display and, subject to any expressly stated restrictions or limitations relating to specific material, download or print portions of the material from the different areas of the Website solely for your own non-commercial use. Any other use, including but not limited to the reproduction, distribution, display or transmission of the content of this Website is strictly prohibited, unless authorized by Be Well for Good, LLC. You further agree not to change or delete any proprietary notices from materials downloaded from the Website.

TRADEMARKS

All trademarks, service marks and trade names of Be Well for Good, LLC used on the Website are trademarks or registered trademarks of Be Well for Good, LLC.

WARRANTY DISCLAIMER

This Website and the materials and products on this Website are provided “as is” and without warranties of any kind, whether express or implied. To the fullest extent permissible pursuant to applicable law, Be Well for Good, LLC disclaims all warranties, express or implied, including, but not limited to, implied warranties of merchantability and fitness for a particular purpose and non-infringement. Be Well for Good, LLC does not represent or warrant that the functions contained in the Website will be uninterrupted or error-free, that the defects will be corrected, or that this Website or the server that makes the Website available are free of viruses or other harmful components. Be Well for Good, LLC does not make any warranties or representations regarding the use of the materials in this Website in terms of their correctness, accuracy, adequacy, usefulness, timeliness, reliability or otherwise. Some states do not permit limitations or exclusions on warranties, so the above limitations may not apply to you.

NO GUARANTEES

Be Well for Good, LLC is to support and assist you in reaching your own goals, but your success depends primarily on your own effort, motivation, commitment and follow-through. The Be Well for Good, LLC cannot predict and does not guarantee that you will attain a particular result, and you accept and understand that results differ for each individual. Each individual's results depend on his or her unique background, dedication, desire, motivation, actions, and numerous other factors. You fully agree that there are no guarantees as to the specific outcome or results you can expect from using the information you receive on or through this Website.

LIMITATION OF LIABILITY

Be Well for Good, LLC shall not be liable for any special or consequential damages that result from the use of, or the inability to use, the materials on this Website or the performance of the products, even if Be Well for Good, LLC has been advised of the possibility of such damages. Applicable law may not allow the limitation of exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to you.

FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY

The information provided in or through this Website is for educational and informational purposes only and solely as a self-help tool for your own use.

NOT MEDICAL ADVICE

The information contained in this website (and all of its programs, emails, and products) is not intended for any one individual and is not intended to be a substitute for professional medical advice, diagnosis or treatment that can be provided by your physician, therapist, or other health care provider. Where presented, actual client case studies are shared only for educational illustration purposes. Do not assume your situation is similar or would have comparable results with the described approach. Always seek the advice of your physician or other qualified healthcare professional regarding any questions or concerns you have about your specific health situation, including any medications you are currently taking. We advise you to speak with your own physician before implementing any suggestions you glean from our website. Do not disregard professional medical advice or delay seeking professional advice because of information you have read on this website.

NOT EVALUATED BY THE FDA

The information contained on this website (and all of its programs, emails, and products) has not been evaluated by the Food and Drug Administration and is not intended to diagnose, treat, cure, or prevent any disease, or to be considered medical or psychological advice.

PERSONAL RESPONSIBILITY

Our information sharing is designed to educate and empower all of our community. You acknowledge that you take full responsibility for your health, life and well-being, as well as the health, lives and well-being of your family and children and all decisions now or in the future. We are not responsible for your personal actions or choices, and their consequences, before, during or after any of our programs, services and/or products. You accept full responsibility and consequences for your use, or non-use, of any information or recommendation provided by us through any means whatsoever.

DISCLAIMER

Although every effort is made to ensure the accuracy of information published through our website, e-mails, programs, services and products, the information may inadvertently contain inaccuracies or typographical errors. Every effort has been made to present you with the most accurate, up-to-date information, but because the nature of scientific research is constantly evolving, we cannot be held responsible for the accuracy of this content.

INDEMNIFICATION AND RELEASE OF CLAIMS

You hereby fully and completely hold harmless, indemnify and release Be Well for Good, LLC and any of its agents, consultants, affiliates, team members, joint venture partners, employees, shareholders, directors, staff, team members, or anyone otherwise affiliated with the business from any and all causes of action, allegations, suits, claims, damages, or demands whatsoever, in law or equity, that may arise in the past, present or future that is in any way related to our Website.

ERRORS AND OMISSIONS

Although every effort is made to ensure the accuracy of information shared on or through this Website, the information may inadvertently contain inaccuracies or typographical errors. You agree that Be Well for Good, LLC is not responsible for the views, opinions, or accuracy of facts referenced on or through the Website, or of those of any other individual or company affiliated with our business in any way. Because scientific, technology and business practices are constantly evolving, you agree that Be Well for Good, LLC is not responsible for the accuracy of our Website, or for any errors or omissions that may occur.

NO ENDORSEMENT

References or links in our Website to the information, opinions, advice, programs, products or services of any other individual, business or entity does not constitute our formal endorsement. Be Well for Good, LLC is merely sharing information for your own self-help. Be Well for Good, LLC is not responsible for the Website content, blogs, e-mails, videos, social media, programs, products and/or services of any other person, business or entity that may be linked or referenced in our Website. Conversely, should our Website link appear in any other individuals, businesses or entities Website, program, product or services, it does not constitute our formal endorsement of them, their business or their Website either.

COMPLAINTS/COMMUNICATION

Be Well for Good, LLC offers support to our clients and a complaints handling procedure which we will use to try to resolve disputes when they first arise, with a solution that is mutually agreeable to both the client and Be Well for Good, LLC. Please let us know if you have any complaints or comments at lisa@bewell4good.com.

SEVERABILITY

If any provision of these Terms is found to be unenforceable or invalid under any applicable law, such unenforceability or invalidity shall not render these Terms unenforceable or invalid as a whole, and such provisions shall be deleted without affecting the remaining provisions herein.

This agreement shall be governed by and construed in accordance with the laws of the State of Connecticut, without giving effect to any principles of conflicts of law. You further submit to the exclusive jurisdiction of the state and federal courts sitting in Fairfield County, Connecticut. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

These Terms and Conditions may be revised from time to time by updating this posting. You are bound by any such revisions and should therefore periodically visit this page to review the then current Terms of Use to which you are bound. This policy was last modified on June 17th, 2020.

Guarantee/Refund

Lifestyle changes and behavior modifications require approximately 90 days to become habits, so it is critical to complete the 12 week program in order to achieve results.

My promise to you is that I will provide you with the tools, keep you accountable and offer you support in a variety of forms in order to ensure you get your best result possible. In turn, you make a promise to yourself to give 100% effort in order to get the most out of the program. Results are varied and are dependent on the client's commitment and follow through.

If, after you complete the first 2 modules and you still feel like the program isn't right for you, then you may receive a full refund and any future payments will be cancelled. In order to receive the refund, you will need to submit the corresponding completed worksheets for each module, two weeks of the Food & Mood Journal, have shown up for the 2 coaching calls as required by the Asset Zero Blueprint™ and write a brief explanation as to why this program is not right for you. We are 100% confident in the Asset Zero Blueprint™'s ability to deliver results as long as you do the work. It is up to my discretion as to whether the refund will be granted.

NOTE that your program will be cancelled and you will no longer receive access to any of the program or its components. This guarantee applies for the first 21 days after the official start date of the program (i.e., purchase date). No exceptions regarding refunds will be made after 21 days.

Lifetime access

Your access to the Asset Zero Blueprint™ will be ongoing for the modules component. In other words, you will continue to have access to the audio lessons and action task handouts. Once your twelve weeks are complete, you will no longer have access to the Facebook group or recorded coaching calls. Any future updates to the audio lessons and action tasks are included in your lifetime access.

Declined or missed payment

If the Client chooses a payment plan, they are responsible for ensuring that their account remains in good standing for the entire duration of the Program.

If a payment is missed, the Client will have 5 business days to bring their account into good standing after the declined payment. If the account is not brought into good standing within 5 business days, the Client's Program will be put on hold and access will be denied until the account is brought into good standing.

Office Hours/Customer service

Support email: lisa@bewell4good.com

Support hours: 10am - 3pm ET Mon-Fri