

Membership Terms & Content License Agreement

Effective Date: August 4, 2026

This Membership Terms & Content License Agreement ('Agreement') governs your purchase and use of membership content provided by The Heather Style through <https://theheatherstyle.com>. By purchasing or accessing a membership, you agree to be bound by this Agreement.

1. Membership Access

Your membership provides you with a limited, personal, non exclusive, non transferable, revocable license to access the content included with your subscription during your active membership period. Your membership grants access only to you. You may not share your account or allow another individual to access your membership.

2. Ownership of Content

All membership content, including Outfit Calendars, outfit formulas, seasonal color guides, color palette materials, style education, shopping guides, videos, graphics, PDFs, downloadable resources, written articles, images, worksheets, member exclusive posts, and future content added to the membership, remains the exclusive property of The Heather Style. No ownership rights are transferred to members.

3. Limited Personal License

During your active membership you may view member content, download resources specifically made available for download, print Outfit Calendars for your own personal use, and save materials for your own personal reference while your membership remains active. This license is personal only and may not be transferred or shared.

4. Permitted Sharing

We love seeing members share their style journeys and encourage you to share your experience with The Heather Style.

You may:

- Share photos of yourself wearing outfits inspired by The Heather Style.
- Share photos that include your printed Outfit Calendar or styling materials when the primary focus is your personal styling experience.
- Share screenshots or images from our private Facebook Group within that group.
- Share photos, screenshots, or videos that display The Heather Style logo or branding when promoting your participation in our community.
- Tag or mention The Heather Style on social media.
- Recommend our membership to others.

These permissions do not transfer ownership of our intellectual property.

You may not:

- Upload or distribute complete Outfit Calendars or downloadable resources so others can use them instead of purchasing a membership.
- Share member downloads, PDFs, guides, or educational resources outside your own personal use.
- Copy substantial portions of our written content.
- Share your login credentials or allow another person to access your account.
- Sell, license, or redistribute membership materials.
- Remove copyright notices or branding.
- Create derivative products or competing services using our content.

- Record or republish member videos.
- Use automated software or scraping tools to collect content.
- Use membership materials for commercial purposes without our written permission.

5. Artificial Intelligence

Membership content may not be uploaded into artificial intelligence systems for the purpose of copying, analyzing, recreating, training, generating derivative works, or redistributing our proprietary content. Limited personal use with brief excerpts for your own private use is permitted provided you do not upload substantial portions of our copyrighted materials or use AI to reproduce, distribute, or create competing works.

6. Copyright

All membership materials are protected by United States and international copyright laws. Unauthorized copying or distribution may result in termination of membership, revocation of access, and legal action.

7. Account Security

You are responsible for maintaining the confidentiality of your login credentials and all activity under your account.

8. Payments

Membership fees are billed according to the subscription plan you select and automatically renew unless canceled before the next billing date. Payments are processed by Stripe and PayPal.

9. Cancellation

You may cancel at any time. Your membership remains active through the end of the current billing period. Payments already made are non refundable unless required by law.

10. Termination

We may suspend or terminate your membership immediately, without notice or refund, if we reasonably believe you have violated this Agreement.

11. Community Standards

By posting photos, comments, testimonials, or other content in The Heather Style private Facebook Group or member community, you grant The Heather Style a non exclusive, royalty free, worldwide license to repost, display, and share that content for marketing and promotional purposes unless you specifically request that we not do so. We may remove members engaging in harassment, spam, discrimination, repeated self promotion, or disruptive behavior.

12. Educational Purposes

Content is provided for educational and informational purposes only.

13. Disclaimer

Membership content is provided 'as is' without warranties.

14. Limitation of Liability

To the fullest extent permitted by law, liability shall not exceed the amount you paid for your membership during the twelve months preceding the claim.

15. Changes to Membership Content

We may add, modify, replace, or discontinue content or features at any time.

16. Governing Law

This Agreement is governed by the laws of the State of Georgia.

17. Contact

The Heather Style
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