

Privacy Policy

Effective Date: August 4, 2026

Welcome to The Heather Style ("we," "our," or "us"). Your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, <https://theheatherstyle.com>, purchase a subscription, join our community, or otherwise interact with us.

By using our website, you agree to the practices described in this Privacy Policy.

1. Information We Collect

Information You Provide

We may collect information you voluntarily provide, including:

- Name
- Email address
- Billing address
- Payment information
- Information submitted through contact forms
- Information provided when joining our membership or newsletter
- Any messages or information you send us

Information Collected Automatically

When you visit our website, we may automatically collect information such as:

- IP address
- Browser type
- Device type
- Operating system
- Pages visited

- Time spent on pages
- Referral website
- General geographic location
- Website usage data through cookies and analytics technologies

2. How We Use Your Information

We use your information to:

- Process subscriptions and payments
- Deliver member content
- Provide customer support
- Send newsletters and updates
- Respond to inquiries
- Improve our website and services
- Monitor website performance
- Prevent fraud and unauthorized activity
- Comply with legal obligations

3. Membership Services

The Heather Style offers subscription-based memberships using MemberPress.

When you purchase a membership, we collect the information necessary to:

- Create your member account
- Verify your subscription
- Deliver member-only content
- Manage renewals and cancellations

4. Payment Processing

Payments are securely processed by third-party payment providers including:

- Stripe
- PayPal

We do not store your complete credit card information on our servers.

Please review the privacy policies of Stripe and PayPal for information about how they process your payment data.

5. Email Communications

If you subscribe to our newsletter or become a member, we may send:

- Member updates
- Outfit calendars
- Promotions
- Product recommendations
- Company announcements

We use MailerLite to manage our email communications.

You may unsubscribe at any time by clicking the unsubscribe link included in every marketing email.

6. Contact Forms

Our website uses Gravity Forms to collect information submitted through contact forms.

Information submitted through these forms is used solely to respond to your inquiry or provide requested services.

7. Cookies

Our website uses cookies and similar technologies to:

- Remember your preferences

- Keep you logged into your member account
- Measure website traffic
- Improve website performance
- Personalize your experience

You may disable cookies through your browser settings, although some features of the website may not function properly.

8. Analytics

We use Google Analytics to understand how visitors use our website.

Google Analytics may collect information including:

- Device information
- Browser information
- Pages visited
- Session duration
- General geographic location

Google Analytics uses cookies to provide this information.

9. Affiliate Links

Some pages contain affiliate links.

If you click an affiliate link and make a purchase, we may receive a commission at no additional cost to you.

These affiliate relationships help support The Heather Style.

Affiliate partners may collect information according to their own privacy policies.

10. Facebook Community

Members may be invited to participate in private Facebook Groups.

Participation is voluntary.

Information you share within Facebook is governed by Facebook's own Privacy Policy and Terms of Service.

11. ManyChat

We use ManyChat to communicate with users who choose to interact with us through Facebook Messenger or other supported messaging platforms.

If you opt in, we may send:

- Updates
- Reminders
- Promotions
- Customer service messages

You may opt out of these communications at any time.

12. Sharing Your Information

We do not sell your personal information.

We may share information with trusted service providers who help us operate our business, including:

- Stripe
- PayPal
- MemberPress
- MailerLite
- Google Analytics
- ManyChat
- Gravity Forms

These providers only receive information necessary to perform their services.

We may also disclose information if required by law or to protect our legal rights.

13. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect your information.

However, no method of internet transmission or electronic storage is completely secure.

14. Data Retention

We retain personal information only as long as necessary to:

- Maintain your membership
- Fulfill legal obligations
- Resolve disputes
- Enforce our agreements

15. International Visitors

Our website is operated from the United States.

If you access our website from another country, you understand that your information may be transferred to and processed in the United States.

16. Your Rights

Depending on your location, you may have rights to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information
- Object to certain processing
- Withdraw consent where applicable

To exercise these rights, contact us using the information below.

17. Children's Privacy

Our website is not directed toward children under 13 years of age.

We do not knowingly collect personal information from children.

If you believe a child has provided personal information, please contact us so we can remove it.

18. Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of those websites.

We encourage you to review their privacy policies before providing personal information.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Changes will be posted on this page with an updated Effective Date.

Continued use of the website after changes become effective constitutes acceptance of the revised Privacy Policy.

20. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact us at:

The Heather Style

Website: <https://theheatherstyle.com>

Email: hello@theheatherstyle.com