

PRIVACY POLICY

Anatomy Guild LLC

Effective Date: October 9, 2026 **Last Updated:** October 9, 2026

This Privacy Policy explains how Anatomy Guild LLC (“Anatomy Guild”) collects, uses, discloses, and protects personal information about people who visit anatomyguild.com and its related sites (the “Website”) and who use Anatomy Guild’s online education programs, memberships, video lessons, webinars, podcasts, emails, and social media channels (together with the Website, the “Services”).

Please read this Privacy Policy together with Anatomy Guild’s Legal Disclaimer and Medical Disclaimer (the “Disclaimer”), Terms of Use, and Terms of Sale. This Privacy Policy is a notice of Anatomy Guild’s practices, not a contract. Where the law requires your consent to a practice, Anatomy Guild asks for it separately and does not treat this Privacy Policy as that consent.

1. WHO WE ARE AND SCOPE

- 1.1 **Responsible entity.** Anatomy Guild LLC, 701 Commerce Street, Suite 500 #3075, Dallas, TX 75202, decides why and how your personal information is processed. This makes Anatomy Guild the “controller” under the EU and UK General Data Protection Regulations (GDPR) and the “business” under California and other U.S. state privacy laws.
- 1.2 **Privacy contact.** Questions and requests about this Privacy Policy may be sent to info@anatomyguild.com or by mail to the address above, Attention: Privacy.
- 1.3 **Scope.** This Privacy Policy covers personal information collected through the Services, not websites or services operated by others, including those linked from or embedded in the Services (see Section 12).

2. INFORMATION WE COLLECT

- 2.1 **Information you provide.**
 - Contact information: your name and email address, when you join an email list, sign up for early access or an event, or contact Anatomy Guild.
 - Account information: your name, email address, and password, if you create an account when accounts are available.
 - Purchase information: order and billing details. Payments are handled by Stripe, a third-party payment processor, and Anatomy Guild does not store your full payment card number.
 - Communications: messages, support requests, survey responses, and comments or questions you submit (see Section 10).
- 2.2 **Information collected automatically.**
 - Device data: IP address, browser, operating system, device identifiers, language, and approximate location derived from your IP address.
 - Usage data: how you arrived at the Website (for example, from a search, an ad, a social media post, or a link on another site), the pages you view, links you click, and dates and times.
 - Email interaction data: whether you open or click links in emails Anatomy Guild sends, where permitted by law, and data from cookies and similar technologies (Section 5).
- 2.3 **Information from other sources.** Payment processors (confirmation of payment and limited billing data), other service providers that help operate the Services, and advertising platforms, if you submit a lead form from an Anatomy Guild ad.

- 2.4 **Information Anatomy Guild asks you not to send.** Please do not send Anatomy Guild health or medical information about yourself or anyone else, information about any patient or client (including photographs, videos, or case details), government identification numbers, or payment card numbers by email or in comment or message fields. If you do, Anatomy Guild may delete it and is not responsible for its protection beyond what the law requires. Anatomy Guild is an education company, not a health care provider, and does not intend to receive protected health information under HIPAA or similar “consumer health data” laws.
- 2.5 **Sensitive personal information.** Anatomy Guild does not intend to collect “sensitive” personal information as defined by U.S. state privacy laws or “special category” data as defined by the GDPR, other than account log-in credentials, which it uses only to provide the Services.

3. HOW WE USE INFORMATION AND LEGAL BASES

- 3.1 **Purposes.** Anatomy Guild uses personal information to:
- create and manage accounts, deliver purchases and events, and provide support;
 - process payments, prevent fraud, and keep the Services secure;
 - send receipts and service notices, and newsletters, updates, event invitations, and offers, which you can stop at any time;
 - understand how visitors find and use the Services and improve content, design, and marketing, including measuring and improving advertising; and
 - comply with the law, respond to lawful requests, establish or defend legal claims, and protect the rights, safety, and property of Anatomy Guild and others.
- 3.2 **Legal bases.** For visitors in the European Economic Area (EEA), the United Kingdom, and Switzerland, and wherever else the law requires a legal basis, Anatomy Guild relies on: performance of a contract with you (accounts, purchases, and support); your consent (marketing emails and non-essential cookies, where required); its legitimate interests (running, securing, and improving the Services, preventing fraud, measuring and improving marketing and advertising, and establishing or defending legal claims, subject to your right to object and opt out); and legal obligation (such as tax and accounting law). Anatomy Guild will not use personal information for materially different purposes without notice and, where required, your consent.

4. HOW WE DISCLOSE INFORMATION

Anatomy Guild does not sell personal information for money, and it does not sell or rent its email list. It discloses personal information only as described below.

- 4.1 **Service providers.** Companies that process personal information on Anatomy Guild’s behalf under contracts that restrict their use of it, such as providers of website hosting, video hosting, email, payment processing (Stripe), webinar and event tools, customer support, security, and accounting, legal, and other professional advice.
- 4.2 **Advertising and analytics partners.** Anatomy Guild uses Google Analytics and Google Ads, which collect online identifiers and usage information through tracking technologies as described in Section 5. Under some state laws this may be a “sale,” “sharing,” or “targeted advertising,” and you may opt out (see Sections 5 and 6).
- 4.3 **Legal, safety, and rights.** To comply with law or legal process; to respond to lawful requests from public authorities; to protect the rights, property, or safety of Anatomy Guild, its users, or others; and to detect, prevent, or address fraud, security, or technical issues.
- 4.4 **Business transfers.** If Anatomy Guild is involved in a merger, acquisition, financing, bankruptcy, or sale of assets, personal information may be disclosed in that transaction and transferred to the successor, which will honor commitments at least as protective as this Privacy Policy as to

previously collected information, or Anatomy Guild will give you notice and any choices the law requires.

4.5 **With your consent or at your direction.**

4.6 **De-identified information.** Anatomy Guild may use and disclose information that has been de-identified or aggregated so that it cannot reasonably identify you, and will not attempt to re-identify it.

5. COOKIES, ANALYTICS, AND ADVERTISING TECHNOLOGIES

5.1 **What these are.** Anatomy Guild and its providers use cookies, pixels, tags, local storage, and similar technologies (“tracking technologies”) to make the Services work, remember your settings, understand how visitors find the Services, and measure and deliver advertising. They are strictly necessary (needed for the Website to function), functional, analytics, advertising, or embedded media (set by the video host or other third parties when you play embedded content).

5.2 **Google Analytics.** Anatomy Guild uses Google Analytics, a web analytics service provided by Google, to understand how visitors find the Website, such as through a search, an ad, a social media post, or a link on another site. It uses cookies and similar technologies to collect information such as the referring source, device and browser type, and approximate location, and sends it to Google. Anatomy Guild does not use Google Analytics to track which videos you watch. You can learn how Google uses data collected through partner sites at <https://policies.google.com/technologies/partner-sites> and opt out of Google Analytics with the browser add-on at <https://tools.google.com/dlpage/gaoptout>.

5.3 **Google Ads.** Anatomy Guild uses Google Ads tools to tell when an ad led to a sign-up or purchase and to show Anatomy Guild ads to people who previously visited the Website. You can manage Google ad personalization at <https://adssettings.google.com>.

5.4 **Your controls.** Use the cookie banner or the cookie settings link in the Website footer to accept or decline non-essential tracking technologies. You can also block or delete cookies in your browser settings, though parts of the Website may not work properly.

5.5 **Global Privacy Control and Do Not Track.** Anatomy Guild treats the Global Privacy Control signal sent by your browser as a valid request to opt out of the sale or sharing of personal information and of targeted advertising for that browser. Anatomy Guild does not otherwise respond to “Do Not Track” signals, because there is no uniform industry standard for them. Third parties, including Google, may collect information about your online activities over time and across different websites when you use the Services.

6. YOUR CHOICES AND PRIVACY RIGHTS

6.1 **Your choices.**

- Marketing emails. Use the unsubscribe link in any marketing email or contact info@anatomyguild.com (see Section 11).
- Cookies and targeted advertising. Use the cookie banner or the cookie settings link in the Website footer, enable the Global Privacy Control, use the Google tools in Section 5, or adjust your browser settings.
- Account information. When accounts are available, you can review and update your account information in your account settings.
- Consent. Where Anatomy Guild relies on your consent, you may withdraw it at any time, without affecting earlier processing.

6.2 **Rights Anatomy Guild extends to everyone.** Wherever you live, and subject to the exceptions in Section 6.5, you may ask Anatomy Guild to: (a) tell you what personal information it holds about

you and give you a copy; (b) correct inaccurate information; (c) delete your information; (d) provide your information in a portable format; (e) stop using or disclosing your information for targeted advertising or other “sale” or “sharing” (opt-out); and (f) withdraw consent you previously gave. Anatomy Guild will not discriminate against you for exercising these rights.

- 6.3 **How to make a request.** Email info@anatomyguild.com. To opt out of targeted advertising, use the cookie settings link or the Global Privacy Control as described in Section 5. Anatomy Guild may need to verify your identity before acting, typically by confirming control of your email address. You may use an authorized agent, who may be asked for proof of authority.
- 6.4 **Timing.** Anatomy Guild will respond within 45 days (U.S. requests) or one month (EEA and UK requests), and may extend that period once as the law allows if it tells you why. Requests are free unless they are manifestly unfounded, excessive, or repetitive, in which case Anatomy Guild may, where the law permits, charge a reasonable fee or decline.
- 6.5 **Exceptions and appeals.** Anatomy Guild may retain or decline to act on information it must keep to comply with law, complete a transaction, maintain security, establish or defend legal claims, or protect others’ rights. If Anatomy Guild declines a request, it will explain why. If you live in a state that gives you the right to appeal, you may appeal by replying to the decision or emailing info@anatomyguild.com with “Appeal” in the subject line. Anatomy Guild will respond within the time required by law (generally 45 to 60 days) and, if the appeal is denied, will tell you how to contact your state attorney general or other regulator.
- 6.6 **United States residents.** Residents of California and other states with comprehensive privacy laws have the rights in Section 6.2. In addition:
- California residents may request the categories of personal information collected, the sources and purposes, and the categories of third parties to whom it is disclosed (Section 6.7), and may limit the use of sensitive personal information, although Anatomy Guild uses it only to provide the Services. Anatomy Guild does not disclose personal information to third parties for their direct marketing purposes (California Civil Code Section 1798.83).
 - Nevada residents may opt out of the “sale” of covered information as defined in Nevada law. Anatomy Guild does not sell covered information for monetary consideration.
 - Residents of other states may have additional rights, including to opt out of profiling and to appeal a denial (Section 6.5).
- 6.7 **Categories of personal information (California notice at collection).** In the 12 months before the “Last Updated” date, Anatomy Guild collected these categories: identifiers (such as name, email address, IP address, and device and cookie identifiers); commercial information (purchase records); internet or network activity (such as pages viewed and referral source); approximate geolocation; audio or visual information from live sessions you take part in; and, for account holders, log-in credentials (sensitive personal information). The sources are you, your device, and Anatomy Guild’s service providers. Anatomy Guild uses them for the purposes in Section 3 and keeps them as described in Section 8. It discloses them to service providers for business purposes, and shares identifiers and internet activity (and the fact that you signed up or bought after seeing an ad) with Google for analytics and advertising, which some laws treat as “sharing” or “targeted advertising.” Anatomy Guild has not sold personal information for money, does not use sensitive personal information to infer characteristics about you, and does not use automated decision-making that produces significant decisions about you.
- 6.8 **EEA, United Kingdom, and Switzerland.** If the GDPR, the UK GDPR, or the Swiss Federal Act on Data Protection applies to you, you also have the right to: restrict processing; object to processing based on legitimate interests and to direct marketing at any time; and not be subject to decisions based solely on automated processing that significantly affect you (Anatomy Guild does not make such decisions). You may complain to your local data protection authority (in the United Kingdom, the Information Commissioner’s Office, ico.org.uk), though Anatomy Guild asks that you contact it first so it can try to resolve your concern.

- 6.9 **Canada, Australia, New Zealand, and elsewhere.** Anatomy Guild handles personal information of individuals in these and other countries in line with applicable local privacy law. You may request access to and correction of your information, withdraw consent, and complain using the contact details in Section 14, and you may also contact your national or provincial privacy regulator (for example, the Office of the Privacy Commissioner of Canada, the Office of the Australian Information Commissioner, or the New Zealand Office of the Privacy Commissioner). If local law gives you rights not described here, Anatomy Guild will consider your request in good faith and in accordance with applicable law.

7. INTERNATIONAL DATA TRANSFERS

Anatomy Guild is based in the United States, and personal information is processed and stored in the United States and in other countries where its service providers operate. Those countries may have data protection laws different from those where you live. If you are in the EEA, the United Kingdom, or Switzerland, Anatomy Guild transfers your personal information outside those regions only where the law permits, relying where required on safeguards such as the European Commission's Standard Contractual Clauses and the UK International Data Transfer Addendum, a copy of which you may request using the contact details in Section 14. By using the Services from outside the United States you understand that your information will be transferred to and processed in the United States.

8. DATA RETENTION

Anatomy Guild keeps personal information only as long as needed for the purposes in this Privacy Policy, including to meet legal, tax, accounting, and dispute-resolution requirements, and then deletes or de-identifies it. For example, email list information is kept until you unsubscribe (with a minimal record so your opt-out is honored), and purchase records are kept for the period tax and accounting law requires. Longer periods may apply if a legal hold or dispute requires it.

9. SECURITY

Anatomy Guild uses reasonable administrative, technical, and physical safeguards designed to protect personal information. No method of transmission or storage is completely secure, so Anatomy Guild cannot guarantee absolute security. You are responsible for choosing a strong password and keeping your log-in credentials confidential. If Anatomy Guild becomes aware of a breach affecting your personal information, it will notify you and regulators as required by law.

10. COMMENTS, LIVE SESSIONS, AND RECORDINGS

Comments, questions, and other content you post in any public or community area may be seen by other users and presenters and may be indexed by search engines or copied by others, so do not post anything you want to keep private or any health or patient information. Live sessions, town halls, webinars, and podcasts may be recorded, and recordings may include your name, voice, image, questions, and comments. Anatomy Guild will tell you at the start of any recorded session; if you do not want to be recorded, do not turn on your camera or microphone or submit questions. You can ask Anatomy Guild to remove content you posted by contacting info@anatomyguild.com, subject to technical and legal limits.

11. EMAIL MESSAGES

Anatomy Guild sends marketing emails only to people who have subscribed or who are customers, and where the law permits. Every marketing email identifies Anatomy Guild, includes its postal address (701 Commerce Street, Suite 500 #3075, Dallas, TX 75202), and has a working unsubscribe link. Anatomy Guild stops marketing emails within 10 business days of your request, though you will still receive messages about your account and purchases. Where the law of your location requires opt-in consent (for example, in the

EEA, the United Kingdom, or Canada), Anatomy Guild collects it before sending marketing messages and keeps a record of it.

12. THIRD-PARTY SITES AND EMBEDDED CONTENT

The Website links to Anatomy Guild's Instagram account and may link to or embed content from other third parties, such as video players, other social media, and presenters' and advisors' own websites. Those third parties, including the video host, have their own privacy practices, which Anatomy Guild does not control and is not responsible for. A link to or embed of their content is not an endorsement.

13. CHANGES TO THIS PRIVACY POLICY

Anatomy Guild may update this Privacy Policy from time to time, and the "Last Updated" date above shows the latest version. If a change is material, Anatomy Guild will give notice by email to registered users or a prominent notice on the Website before it takes effect, and will obtain your consent where the law requires.

14. CONTACT US; COMPLAINTS

Anatomy Guild LLC, Attention: Privacy, 701 Commerce Street, Suite 500 #3075, Dallas, TX 75202. Email: info@anatomyguild.com.

Complaints. If you have a concern about how Anatomy Guild handles your personal information, contact Anatomy Guild at the details above. Anatomy Guild will acknowledge your complaint, investigate, and tell you the outcome without undue delay. You also have the right to complain to a regulator, as described in Section 6.