Privacy & Cookie Policy

Last updated: November 28, 2026

Your privacy matters. This policy explains what information we handle, why we use it and how you can exercise your choices.

1. Who we are and scope

The Edge Transformations is an assumed business name of The Edge Total Health Transformations LLC, a Texas limited liability company ("The Edge," "we," "us" or "our"). This policy describes how we handle personal information in connection with ifyoudidknow.com, our email communications, The Edge Insider newsletter and related website services. Separate notices may apply to future applications, programs or third-party services.

2. Information we collect

Information you provide: Your name, email address, contact details, messages, newsletter preferences, feedback and information you provide when requesting resources, placing an order or contacting us. Please provide only the information necessary for your request.
Website information: Our hosting service may record IP addresses, browser and device information, request times, referring pages and pages accessed for operation, troubleshooting and security.
Transaction information: When purchases are offered, we may receive order details, billing contact information, payment status and transaction references. Payment providers may collect additional information directly.

3. How we use information

We use information to respond to inquiries, deliver requested resources and services, administer orders and payments, maintain customer records, send requested newsletters, improve website functionality, prevent fraud and abuse, protect our rights and meet legal obligations. We do not use a general inquiry as permission to subscribe you to promotional email.

4. Newsletter and communications

The Edge Insider provides educational content, updates, resources and offers. We use your subscription information to send the communications you request. You may unsubscribe through the link in marketing messages or by emailing support@ifyoudidknow.com. We will honor marketing opt-out requests within 10 business days. Necessary transactional or service communications may still be sent. We may retain limited suppression records to respect your opt-out.

5. Cookies and website technology

Cookies and similar technologies may be used by the website or its service providers to support basic functionality, security and preferences. Browser settings allow you to block or delete cookies; some functions may then be unavailable. If we enable optional analytics, advertising pixels or similar tracking in the future, we will update this notice to identify those uses and provide applicable choices or obtain consent where required. This policy does not describe optional advertising or analytics tools as currently installed.

6. Service providers and third parties

Our website and business email use Namecheap hosting and Google/Gmail. These providers process information needed to deliver hosting, communications and related services. Where payment options are offered, PayPal or our banking provider may process payments. Fullscript independently operates its supplement purchasing platform; it may provide us with relevant account, order or compensation information according to its arrangements and your use of its service. Their own privacy notices apply to their independent processing. Links to external websites are not governed by this policy.

7. Disclosure of information

We may disclose information to service providers who assist with the purposes described above, to professional advisers, to authorities when legally required, to protect safety or legal rights, or in connection with a business transfer subject to applicable safeguards. We do not sell our email list. We do not authorize disclosure of personal information for unrelated marketing by our service providers. We do not knowingly sell sensitive personal information.

8. Health, genetic and AI-related information

The current general website and newsletter are not intended for submission of medical records, laboratory results, DNA or genetic files, hair analysis reports or other sensitive health information. Do not send such information through ordinary contact forms or email. If we introduce personalized wellness applications or AI tools involving sensitive information, we will provide appropriate product-specific notices, consent mechanisms and safeguards before collecting it. Do not enter confidential or identifiable personal information into external AI tools linked or recommended by us.

9. Security and retention

We use reasonable administrative and technical precautions appropriate to the information handled. No internet transmission or storage system is completely secure. We retain information as reasonably necessary for the purposes described here, including recordkeeping, legal obligations, dispute resolution and suppression of unwanted marketing. Information may remain in backups for a limited period according to applicable retention practices.

10. Your rights and choices

You may contact us to request access to, correction of or deletion of your personal information, or to withdraw consent to optional uses. Depending on applicable law, you may also request a portable copy, opt out of certain processing or appeal a denied request. We may verify your identity and retain information where legally permitted or required. We aim to respond promptly and within applicable statutory deadlines. If a request is denied, contact us to request review; you may also contact the appropriate privacy regulator. Texas residents may contact the Texas Attorney General regarding applicable privacy rights.

11. Children and international visitors

Our website and services are intended for adults aged 18 or older. We do not knowingly collect personal information from children under 13. If you believe a child has provided information, contact us so we can take appropriate action. Our business is based in the United States, and information may be processed in the United States or other locations where our providers operate. Applicable privacy rights are not waived by visiting the website.

12. Policy changes and contact

We may update this policy as our website, services or practices change. The revised date will appear on the policy, and we will provide additional notice or obtain consent when required by law.
Privacy inquiries: support@ifyoudidknow.com
The Edge Total Health Transformations LLC DBA The Edge Transformations
www.ifyoudidknow.com