

# Create Your Core — Privacy Policy

**Effective Date:** October 4, 2026

Create Your Core ("we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect, how we use it, and your choices — including information related to our SMS/text messaging program.

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## Create Your Core Terms and Conditions/Privacy Policy

Create Your Core respects your privacy. By opting into our SMS messaging service, you agree to the following terms regarding how we handle data.

**Data Collection:** We will collect your name, email address, mailing address, and mobile phone number when you sign up for SMS updates. The information will be collected via the website contact form, email, rental agreement, or third-party reservation systems.

**Data Usage:** We use your data solely for sending general customer care messaging to answer questions and provide support to customers, and/or marketing messaging that include discount codes, special deals or texts promoting our products/services, depending on which programs(s) you opt in to.

**Data Security:** We protect your data with secure storage measures to prevent unauthorized access.

**Data Retention:** We retain your information as long as you are subscribed to our SMS service. You may request deletion at any time.

MESSAGE AND DATA RATES MAY APPLY. Your mobile carrier may charge fees for sending or receiving text messages, especially if you do not have an unlimited texting or data plan.

Messages are recurring, and message frequency varies.

Contact Create Your Core at (732)455-1366 or [info@createyourcorenj.com](mailto:info@createyourcorenj.com) for HELP or to STOP receiving messages.

**Opt-Out:** You can opt out of the SMS list at anytime by texting, emailing, or replying STOP or UNSUBSCRIBE to [info@createyourcorenj.com](mailto:info@createyourcorenj.com) or (732)455-1366. After unsubscribing, you will receive a final SMS to confirm you have unsubscribed and we will remove your number from our list within 24 hours.

You can send HELP for additional assistance, and you will receive a text including our Phone number, email and website. We are here to help you.

Non-Sharing Clause: We do not share your data with third parties for marketing purposes. Create Your Core will not sell, rent, or share the collected mobile numbers.

## 1. Information We Collect

We may collect the following types of information when you interact with us (in person, by phone, by email, or through our website at [createyourcorenj.com](https://createyourcorenj.com)):

- **Contact information:** name, phone number, email address, mailing address
- **Appointment and scheduling information:** class bookings, session history, intake form responses
- **Payment information:** processed securely through our payment provider (we do not store full card numbers)
- **Communications:** messages you send us by phone, text, email, or through our website
- **Website usage data:** basic analytics such as pages visited, collected through standard website tools

We do not collect more health-related detail than is necessary to provide physical therapy and wellness services, and any clinical intake information is kept confidential and used only to support your care.

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## 2. How We Use Your Information

We use the information we collect to:

- Schedule and manage appointments and classes
  - Communicate with you about your account, appointments, and services
  - Send promotional messages about our services, classes, and offers (only if you've opted in)
  - Respond to questions and provide customer support
  - Improve our services and website
  - Comply with legal and regulatory obligations
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## 3. SMS / Text Messaging Program

Data Sharing

- Customer data is not shared with 3rd parties for promotional or marketing purposes.
- Mobile opt-in and consent are never shared with anyone for any purpose. Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data.

### Messaging Program Terms and Conditions

1. The messaging program may consist of general customer care messaging to answer questions and provide support to customers, and/or marketing messaging that include discount codes, special deals or texts promoting our products/services, depending on which programs(s) you opt in to. We will only send content you have explicitly signed up to receive via our opt-in process. Messages will be sent from (732) 455-1366.
2. You can cancel the SMS service at any time. Just text 'STOP' to the phone number from which you received messages. After you send the SMS message 'STOP' to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time and we will start sending SMS messages to you again.
3. If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get help directly at [info@createyourcorenj.com](mailto:info@createyourcorenj.com).
4. Carriers are not liable for delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. Message frequency will vary based on communication needs. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy details contained in the rest of this page or contact us at [info@createyourcorenj.com](mailto:info@createyourcorenj.com)

If you provide your mobile phone number to Create Your Core, you may receive text messages from us related to:

- Appointment reminders and scheduling
- Account and service updates
- Promotions and offers
- Responses to questions you've sent us

**How you opt in:** You opt in to receive SMS messages from Create Your Core by providing your phone number in person or by phone when scheduling a class or service, or by submitting your phone number through our website contact or booking form.

**Message frequency:** Message frequency varies depending on your activity and interactions with us.

**Message and data rates may apply.**

**Help:** For help at any time, reply **HELP** to any message, or contact us directly at **(732) 455-1366**.

**Opt-out:** You can opt out of receiving SMS messages from us at any time by replying **STOP** to any message. After you opt out, you will receive one final message confirming that you have been unsubscribed, and we will not send you further messages unless you opt in again.

**No sharing of SMS opt-in data:** We do not share your mobile phone number or SMS opt-in consent with third parties or affiliates for their marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third party, regardless of any other sharing described elsewhere in this policy.

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## 4. How We Share Information

We do not sell your personal information. We may share information with:

- Service providers who help us operate our business (e.g., scheduling software, payment processors, SMS/phone platforms) — solely to help us provide our services to you
- Legal or regulatory authorities, if required by law

As noted above, SMS opt-in consent and your mobile number are never shared with third parties for marketing purposes.

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## 5. Data Security

We take reasonable steps to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission or storage is 100% secure.

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## 6. Your Choices and Rights

You may:

- Opt out of SMS messages at any time by replying **STOP**
- Opt out of promotional emails by using the unsubscribe link in any email
- Request access to, correction of, or deletion of your personal information by contacting us (see Section 8)

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## 7. Children's Privacy

Our services and communications are directed to adults. We do not knowingly collect personal information from children under 13.

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## 8. Contact Us

If you have questions about this Privacy Policy or how we handle your information, contact us at:

**Create Your Core** 411 Route 34 N, Colts Neck, NJ Phone: (732) 455-1366 Email: [info@createyourcorenj.com](mailto:info@createyourcorenj.com) Website: [createyourcorenj.com](http://createyourcorenj.com)

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## 9. Changes to This Policy

We may update this Privacy Policy from time to time. The "Effective Date" at the top of this page will reflect the most recent update.