COURSE & PROGRAMME TERMS AND CONDITIONS AND REFUND POLICY

Effective: September 2026

These Terms and Conditions apply to eligible courses, programmes, assessments, digital resources and related services purchased from Denise Hayden-Hawkins through denisehh.com or another authorised sales page.

Please read these Terms carefully before purchasing.

By placing an order, you agree to these Terms together with any product-specific information provided on the relevant sales or checkout page.

Nothing in these Terms affects your statutory rights as a consumer.

1. About the Courses and Programmes

Denise Hayden-Hawkins provides personal development, identity, self-trust, self-leadership and coaching-related courses, programmes, assessments and resources.

The current product range includes offerings within the **Self-Trust** and **Identity Shift** areas.

Different products may include:

- immediately accessible digital content;
- assessments and diagnostic tools;
- downloadable workbooks and resources;
- self-paced courses;
- live or facilitated programme elements;
- group sessions or community access; and
- individual coaching sessions.

The specific content and delivery method applicable to your purchase will be described on the relevant sales page.

2. Self-Trust Products and Programmes

The Self-Trust range is based upon Denise Hayden-Hawkins' proprietary **Self-Trust Blueprint™** and is connected to the themes and framework explored in her book, **The Woman Beneath The Roles**.

The range is designed primarily for women seeking to rebuild self-trust, reconnect with their identity and strengthen self-leadership.

Products and programmes may include:

- The Self-Trust Blueprint Foundations Programme;
- Foundation Intensive;
- Self-Trust Discovery;
- Core Self Inventory;
- Self-Trust Essentials; and
- associated resources, assessments, exercises, workbooks and materials.

The exact content, format, access period and any live or facilitated elements will be stated on the relevant sales page.

3. Identity Shift Products

The Identity Shift range relates to the themes explored in **The Identity Shift: When Who You Were No Longer Fits**.

Current products may include:

- The Identity Shift Course;
- The Identity Shift Workbook;
- The Honest Mirror;
- After the Audit;
- Identity Shift Essentials; and
- The Identity Shift Toolkit.

Identity Shift Essentials includes The Honest Mirror and After the Audit.

The Identity Shift Toolkit includes The Honest Mirror, After the Audit and The Identity Shift Workbook. These resources may also be available for individual purchase.

The Identity Shift Course includes digital course content and the opportunity to earn a 1:1 session with Denise Hayden-Hawkins. To qualify for the 1:1 session, all six modules must be completed within the eight-week completion window. Course materials remain accessible after the eight-week completion window; the eight-week period relates to eligibility for the 1:1 session.

4. Free Resources

Free resources made available through denisehh.com are not purchases and are therefore not subject to the payment and refund provisions in these Terms.

Personal information collected when requesting a free resource is handled in accordance with the Privacy Policy / Privacy Notice.

5. Before You Purchase

You are responsible for reviewing the relevant sales page carefully before purchasing to make sure the product or programme is suitable for you.

The sales page will describe the main characteristics of the product, including the content, delivery format, price and any relevant access or participation conditions.

If anything material is unclear before purchase, you are encouraged to contact Denise Hayden-Hawkins before completing your order.

6. Prices and Payment

The price payable is the price displayed at checkout at the time of purchase, subject to any valid promotional offer.

Where a payment plan is offered, the payment plan is a method of paying the agreed purchase price and does not, unless expressly stated otherwise, convert the purchase into a pay-as-you-go arrangement.

By choosing a payment plan, you agree to make the scheduled payments associated with your purchase, subject always to your statutory rights.

7. Immediately Supplied Digital Content

Certain products provide immediate access to digital content following purchase.

These may include digital assessments, workbooks, guides, resources, toolkits, course materials and other downloadable or online content.

Under UK consumer law, consumers purchasing digital content online would ordinarily have a 14-day cancellation period.

However, digital content may be supplied during that period where you:

1. expressly consent to the supply of the digital content beginning before the end of the 14-day cancellation period; and
2. acknowledge that, once supply of the digital content begins, you will lose your statutory right to cancel the digital-content contract.

Where immediate access is offered, you will therefore be asked to provide this express consent and acknowledgement before completing your purchase.

8. Refund Policy for Immediately Supplied Digital Content

Because immediate-access digital products provide access to the purchased content once supply begins, **change-of-mind or discretionary refunds are not offered after digital supply has begun where the required consent and acknowledgement have been obtained.**

Please therefore review the sales page and product information carefully before purchasing.

This does not affect any statutory rights or remedies you may have where digital content is faulty, not as described, not of satisfactory quality or otherwise does not conform to the contract.

9. Products Containing Both Digital Content and Services

Some purchases may combine immediately supplied digital content with a service that takes place later.

For example, **The Identity Shift Course includes digital course content together with a future 1:1 coaching session.**

The legal treatment of the digital-content element and the service element may differ.

The immediate-access provisions in Sections 7 and 8 apply to qualifying digital content.

Any coaching or other service included within the purchase remains subject to the applicable service terms, booking conditions and statutory consumer rights.

The inclusion of a future service does not alter the fact that digital content supplied immediately may have already begun to be supplied.

10. 1:1 Coaching Sessions

Where a course or programme includes an individual coaching session, the session must be booked and used within any eligibility period stated on the relevant sales page.

Standalone and programme-related 1:1 coaching sessions are subject to the **Coaching Session Booking, Cancellation & Rescheduling Policy**, including the provisions relating to payment, cancellation, rescheduling, late arrival, no-shows and exceptional circumstances.

Where there is any conflict between general information in these Terms and the specific booking arrangements stated for a particular course or programme, the product-specific conditions provided before purchase will apply, subject always to your statutory rights.

11. Live and Facilitated Programmes

Some programmes may contain live sessions, facilitated learning, group coaching, workshops, community participation or other services delivered over a period of time.

Because these services are not necessarily supplied in full at the moment of purchase, the immediate digital-content refund provisions should not be interpreted as removing statutory cancellation rights that may apply to the service element.

Where you expressly request that a service begins during a statutory cancellation period, additional terms concerning commencement, cancellation and payment for services already provided may apply.

Any programme-specific conditions will be stated clearly before purchase.

12. Missed Live Sessions

Unless otherwise stated on the relevant sales page, failure to attend a scheduled live group session does not automatically entitle you to:

- a refund;
- a private replacement session;
- an extension of the programme; or
- alternative delivery of the missed material.

Where recordings or alternative resources are made available, this will be at Denise Hayden-Hawkins' discretion unless expressly included as part of the purchased programme.

13. Access and Completion Periods

Access periods and completion periods may differ between products.

Any specified access or completion period will be stated on the relevant sales page or within the product information provided at purchase.

Where a completion period relates only to eligibility for a particular benefit, such as an earned coaching session, expiry of that completion period does not end access to purchased materials unless this has been expressly stated before purchase.

14. Personal Use Licence

Unless expressly agreed otherwise in writing, all purchased course and programme materials are provided for your individual, personal and non-commercial use.

Purchase does not transfer ownership of the intellectual property contained within the materials.

You may not reproduce, publish, distribute, sell, sublicense, teach, commercially exploit, publicly upload, share access to, or create commercial adaptations of protected materials without prior written permission.

15. Intellectual Property

All copyright, trade marks and other intellectual property rights in materials independently created and owned by Denise Hayden-Hawkins remain her property.

This includes, where applicable:

- The Coach Within Method™;
- The Self-Trust Blueprint™;
- original assessments and diagnostic tools;
- exercises;
- frameworks;
- diagrams;
- worksheets;
- workbooks;
- course materials;
- presentations;
- written resources; and
- other original proprietary materials.

Certain works associated with **The Identity Shift: When Who You Were No Longer Fits** may involve joint authorship or ownership.

Nothing in these Terms is intended to claim exclusive ownership by Denise Hayden-Hawkins of material that is jointly created or jointly owned. These Terms protect materials independently created and owned by Denise Hayden-Hawkins and any rights she is otherwise entitled to exercise.

16. Sharing Login or Course Access

Where access to a course, programme, membership area or resource is provided through an individual account, login details and access are for the purchaser only unless expressly stated otherwise.

You must not share your account or provide another person with unauthorised access to paid materials.

Access may be suspended or terminated where there is reasonable evidence of unauthorised sharing, copying or misuse.

17. Group and Community Participation

Where a programme includes access to a group, community, workshop or live session, participants are expected to behave respectfully and protect the privacy of other participants.

Information of a personal nature shared by another participant should not be recorded, reproduced or shared outside the group without that person's permission.

Denise Hayden-Hawkins reserves the right to remove a participant whose behaviour is seriously disruptive, abusive, threatening or materially compromises the safety, confidentiality or experience of others.

Any decision affecting continued access will be made reasonably and in accordance with applicable consumer rights.

18. Coaching and Educational Nature

Courses, programmes, assessments and resources are intended for coaching, educational and personal-development purposes.

They are not a substitute for medical treatment, psychotherapy, mental-health care, legal advice, financial advice or other regulated professional services.

You remain responsible for your own decisions, actions and wellbeing.

19. Results

Personal development and coaching outcomes vary between individuals.

No particular personal, professional, financial, relationship or other result is guaranteed.

Examples, testimonials or experiences shared by other participants do not constitute a promise that you will achieve the same outcome.

20. Technology and Third-Party Providers

Courses and programmes may rely on third-party technology for website hosting, course delivery, CRM, communications, video meetings, payment processing, email, storage and other administrative functions.

Reasonable efforts will be made to maintain access to purchased services, but uninterrupted availability of third-party systems cannot be guaranteed.

Where appropriate, reasonable steps will be taken to address material technical problems affecting delivery.

21. Coach Foundation and Other Providers

Coach Foundation currently provides technology supporting elements of the website, CRM, funnels, forms and course delivery.

Coach Foundation and other technology providers used to facilitate delivery are not parties to the contract between you and Denise Hayden-Hawkins merely because their technology is used.

22. Privacy and Personal Information

Personal information is handled in accordance with the Privacy Policy / Privacy Notice available at denisehh.com.

Questions or concerns about the handling of personal information should be directed to:

Denise Hayden-Hawkins
Email: denise.inneralign@gmail.com

A separate Data Protection Complaints Procedure is also available.

23. Complaints

If you have a complaint concerning a purchase, course, programme or service, please contact:

Denise Hayden-Hawkins
Email: denise.inneralign@gmail.com

Complaints will be considered fairly and reasonably.

Data protection complaints are handled separately under the Data Protection Complaints Procedure.

24. Statutory Consumer Rights

Nothing in these Terms excludes, restricts or seeks to override rights or remedies that cannot lawfully be excluded under applicable consumer law.

Where there is any conflict between these Terms and a mandatory statutory consumer right, the statutory right will apply.

25. Liability

Nothing in these Terms excludes or limits liability where it would be unlawful to do so.

Subject to applicable law, Denise Hayden-Hawkins will not be responsible for losses arising solely from decisions or actions taken independently by a participant following

coaching or educational material where the relevant product or service has been provided with reasonable care and skill and in accordance with the contract.

This section should be read subject to all applicable consumer rights.

26. Changes to Courses or Programmes

Reasonable changes may occasionally be made to course or programme content, scheduling, technology or delivery where necessary.

Any material change affecting a purchased product or service will be handled reasonably and in accordance with applicable consumer rights.

27. Governing Law

These Terms are governed by the laws of England and Wales.

Nothing in this section deprives a consumer of any mandatory protections or rights they may have under applicable law.

28. Contact

Questions about these Terms, a purchase or a programme may be sent to:

Denise Hayden-Hawkins
Email: denise.inneralign@gmail.com
Website: denisehh.com