

# Privacy Policy

Last updated: 01/10/2025

**Soul Academy** ("we", "our", "us") is committed to protecting your privacy and handling your personal information in accordance with the Australian Privacy Principles under the Privacy Act 1988 (Cth).

By using our Website, resources or services, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

## 1. What Information We Collect

We may collect the following types of personal information:

- Your name, email address, phone number, and contact details.
- Payment details when you purchase services or products.
- Information you provide when you contact us or submit enquiries or feedback.
- Data collected automatically through your use of the Website, such as IP address, browser type, and browsing behaviour (via cookies and analytics).
- Any other information you voluntarily provide.
- **Sensitive information** (e.g., health details, beliefs, values) may also be collected **with your explicit consent**, and such information will only be used for the purpose for which it was provided.
- We do not knowingly collect personal information from individuals under 18 without parental consent. Parents may request access or deletion of their child's data at any time.

## 2. How We Collect Information

We collect personal information:

- Directly from you when you provide it through forms, emails, phone calls, or other communications.
- Automatically via cookies and tracking technologies when you use the Website.
- From third parties, such as payment processors or service providers, where necessary.

## 3. How We Use Your Information

Your personal information is used to:

- Provide and manage our services, including coaching, memberships, and events.
- Process transactions securely through third-party payment providers.
- Communicate with you, respond to enquiries, and provide customer support.
- Send you marketing and promotional communications (with your consent). All marketing communications will include an opt-out link, and you may withdraw your consent at any time.
- Comply with legal obligations and resolve disputes.
- Analyse Website usage to enhance user experience.

#### **4. How We Manage Your Personal Information**

We take the privacy of your personal information seriously. All personal data collected is used solely for the purpose of delivering our services, communicating with you, and improving your experience with My Soul Academy.

Where required by law, we will request your consent before using cookies or tracking technologies. Reasonable security measures are implemented to protect your information from misuse, interference, and loss, as well as unauthorised access, modification, or disclosure. While we primarily store data in Australia, some third-party platforms we use may store data on servers located overseas. Where applicable, we take steps to ensure these providers adhere to relevant privacy obligations.

#### **5. Disclosure of Your Information**

We may disclose your personal information to:

- Our service providers, contractors, and business partners who assist us in delivering services (e.g., payment processors, IT providers).
- Legal and regulatory authorities as required by law or to protect our rights.
- Other third parties with your consent.

We require that third parties protect your information in accordance with this Privacy Policy and applicable laws. These third-party providers will have their own privacy policies governing the use of your information.

#### **6. Cookies and Tracking Technologies**

We may use cookies and tracking technologies to enhance user experience and analyse website traffic. You can manage cookie preferences through your browser settings. Where required by law (e.g., EU/UK), we will request your consent before using cookies or tracking technologies.

#### **7. Data Security**

Your information is stored in secure systems, including third-party platforms we use to operate our business. We implement security measures to protect against unauthorised access, disclosure, or modification. Measures include password protection, encryption, restricted staff access, and regular monitoring of systems. However, no online storage system is 100% secure, and you acknowledge the risks associated with online data transmission.

#### **8. Access and Correction**

You have the right to access and request correction of your personal information held by us. To make a request, please contact us using the details below. We will respond within a reasonable timeframe.

#### **9. Overseas Disclosure**

Your personal information may be stored or processed overseas where our service providers or business partners operate. We will take reasonable steps to ensure your information is protected consistently with this Privacy Policy and applicable laws.

Where overseas disclosure occurs, we take reasonable steps to ensure recipients comply with privacy standards substantially similar to the APPs. By using our services, you consent to such overseas disclosures.

If you access our Website or use our services from outside Australia, including from the EU or UK, you acknowledge that your personal information may be transferred to and processed in Australia. We take reasonable steps to ensure your data is handled in accordance with applicable privacy laws, including the GDPR for EU/UK clients where relevant. If you wish to exercise your privacy rights under the GDPR, such as accessing or deleting your data, contact us at [hello@mysoulacademy.com](mailto:hello@mysoulacademy.com).

#### **10. Retention**

We retain personal information for a minimum of 7 years where required by law and otherwise delete or anonymise information when no longer needed.

#### **11. Use of Artificial Intelligence**

Where AI tools are used to assist with content or service delivery, personal information processed through such tools will be handled in accordance with this Privacy Policy. AI-generated content is reviewed to protect your privacy and ensure accuracy.

#### **12. Your Rights and Complaints**

If you have a concern or complaint about the way we have handled your personal information, please contact us at [hello@mysoulacademy.com](mailto:hello@mysoulacademy.com). We take privacy seriously and will investigate and respond to your complaint promptly.

If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC) via [www.oaic.gov.au](http://www.oaic.gov.au).

#### **13. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The updated policy will be posted on this page with a new effective date. Continued use of our Website or services constitutes acceptance of any changes.

#### **14. Contact Us**

We're committed to transparent and respectful communication. For any questions, feedback, or privacy-related inquiries, you can reach us at:

**Soul Academy**

**Email:** [hello@mysoulacademy.com](mailto:hello@mysoulacademy.com)

**Mailing Address:** 2/3 Millennium Circuit, Helensvale, Queensland 4212, Australia.