

⚠ CAUTION NOTICE: This template provided as-is and is not legal advice. It is general and does not address every applicable situation. Privacy Policies must be customized to your individual business before use.

Before relying on this template, it is heavily recommended you review and discuss with a legal professional. In addition, the following activities are examples of higher risk activities that require assistance from a lawyer:

- International data transfers (including foreign customers).
- Collecting sensitive information such as health information, financial data, ethnic origin, and political or religious beliefs.
- Collecting information about children.

If you have any questions or need assistance completing or reviewing the form, please email legal@taylorburnie.ca

Privacy Policy

Effective Date: [Insert Date]

Last Updated: [Insert Date]

[Business Name] ("we", "our", or "us") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy outlines how we collect, use, disclose, store, and protect your information when you visit our website(s), purchase from us, or use our services.

1. Information We Collect

We may collect the following categories of information:

- **Personal Identifiers:** Name, email address, phone number, mailing address, date of birth, gender identity.
- **Demographic Information:** Age, occupation, education, cultural background, religious background (if voluntarily provided).
- **Technical Data:** IP address, browser type and version, device type, operating system, referring URLs, and usage data through cookies or analytics tools.

- **Media:** Photos, videos, documents, or other files you choose to upload or submit.
- **Communications:** Records of your communications with us, including inquiries, feedback, and service-related correspondence.

2. How We Use Your Information

We use your information for the following purposes:

- To provide and personalize our services
- To communicate with you about your account or inquiries
- To analyze website performance and improve user experience
- To comply with legal obligations
- For marketing or promotional purposes (with your consent)
- To match you with service providers, collaborators, or clients (where applicable)

3. Legal Basis for Processing (If Applicable)

Where applicable under privacy laws like GDPR, we process your personal data under the following legal bases:

- **Consent:** When you voluntarily provide information (e.g., for newsletter sign-ups or email)
- **Contractual Necessity:** To deliver services you've agreed to
- **Legitimate Interests:** To operate and improve our business and services
- **Legal Obligations:** For tax, accounting, legal claims, or law enforcement purposes

4. Sharing of Information

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

- Trusted partners, coaches, consultants, or contractors under confidentiality agreements
- Service providers (e.g., hosting or analytics providers) bound by data processing agreements
- Authorized third parties when required by law (e.g., legal, regulatory, fraud prevention)
- Individuals with whom you are being introduced or matched (as part of the services you opt into)

5. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience, analyze usage, and improve our site. You may disable cookies through your browser settings, though this may affect site functionality.

6. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this policy, including to satisfy legal, regulatory, tax, or accounting requirements. You may request deletion at any time, subject to legal limitations.

7. Data Security

We use administrative, technical, and physical safeguards to protect your information. While no system is completely secure, we take reasonable steps to protect your data from unauthorized access, loss, misuse, or alteration.

8. International Data Transfers

If you are located outside of Canada, you acknowledge and agree that your information may be processed and stored in Canada [and] [Insert Country], where privacy laws may differ from those in your jurisdiction.

9. Your Rights

You may have the right to:

- Access, correct, or update your personal information
- Withdraw consent at any time (where applicable)
- Request deletion or restriction of your data
- Object to processing based on legitimate interests
- Lodge a complaint with a data protection authority

To exercise your rights, please contact us at: [Insert Email Address]

10. Children's Privacy

Our services are not directed to children under the age of 13 (or 16 in certain jurisdictions), and we do not knowingly collect data from minors without parental consent. If you believe we have collected data from a minor, please contact us immediately.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We encourage you to review this page periodically. The most current version will always be posted with an updated revision date.

12. Contact Us

If you have questions about this Privacy Policy or our data practices, please contact:

[Business Name]

Email: [Insert Contact Email]

Address: [Insert Mailing Address, if applicable]

READ CAUTION NOTICE