

## Privacy Policy

**Effective Date:** Friday, June 20, 2025

Wildchild Group ("we," "us," or "our") is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect the information you provide to us in compliance with **Canada's Personal Information Protection and Electronic Documents Act (PIPEDA)** and **Canada's Anti-Spam Law (CASL)**.

By using our website [<https://wildchildgroup.com>] (the "Site") or engaging with our services, you agree to the terms outlined below.

### 1. What We Collect

We collect personal information only as necessary to provide our services effectively. This may include:

- **Contact Details** – Name, email address, phone number, mailing address (if applicable)
- **Client & Booking Information** – Information you provide when scheduling a session or completing a form
- **Payment Details** – Processed securely via third-party payment providers (e.g., Stripe, PayPal); we do not store credit card information
- **Website Use Data** – IP address, browser type, pages visited, and general usage trends collected via cookies and tools like Google Analytics
- **Email Preferences** – Your consent status and interaction with our emails

### 2. Why We Collect It

We collect and use your personal information to:

- Provide and personalize our services
- Process payments and manage client communications
- Respond to inquiries and customer service requests
- Improve website content and user experience
- Send occasional newsletters, updates, or promotional content (only with your consent)

### 3. Consent and Your Rights

We collect personal information **with your consent**, either express (via a form or checkbox) or implied (by continuing to use our services or website). Under **PIPEDA**, you have the right to:

- Access the personal data we hold about you
- Correct any inaccuracies
- Withdraw consent at any time (subject to legal or contractual restrictions)
- File a complaint with the Office of the Privacy Commissioner of Canada

To access or update your information, contact us at [Insert Email Address].

### 4. CASL: Email Consent

In compliance with **Canada's Anti-Spam Law (CASL)**:

- We only send electronic communications (such as newsletters or promotions) if you've given us express consent or if there's an existing business relationship.
- Every email includes an unsubscribe option. You can withdraw your consent at any time by clicking "unsubscribe" or emailing us directly at [Insert Email Address].

We will not share your email address or personal details with third parties for marketing purposes.

### 5. Cookies and Website Tracking

Our site uses **cookies** and similar technologies to analyze traffic, personalize content, and improve your browsing experience. You may disable cookies in your browser settings if you prefer not to share this data.

We may also use:

- Google Analytics (to understand traffic patterns)
- Embedded content (e.g., social media or videos) that may collect limited data through their own platforms

### 6. How We Protect Your Information

We take reasonable administrative, technical, and physical safeguards to protect your personal data against unauthorized access, use, or disclosure. However, no method of data transmission over the internet is 100% secure.

## **7. When We Share Information**

We do **not** sell, rent, or trade your personal information. We may share your data with trusted third-party providers who assist with:

- Website hosting and analytics
- Email marketing services (e.g., Mailchimp, ConvertKit)
- Payment processing (e.g., Stripe, PayPal)

These providers are contractually obligated to keep your data confidential and use it only for the purpose of helping us serve you.

## **8. Data Retention**

We retain personal data only as long as necessary to fulfill the purposes stated in this policy or to comply with legal requirements. Once no longer needed, information is securely deleted or anonymized.

## **9. Third-Party Links**

Our website may link to other websites or platforms. We are not responsible for their privacy practices. Please review their privacy policies before sharing any information.

## **10. Updates to This Policy**

We may update this policy from time to time. The most recent version will always be available on our website with the effective date noted at the top.

## **11. Contact Us**

For any questions or concerns regarding your personal information or this policy, please contact:

**Wildchild Group**  [info@wildchildgroup.com]  [https://wildchildgroup.com]