

Effective Date: July 10, 2026

At **SwimWithMaya** we are committed to protecting your privacy and safeguarding the personal information you provide through our website and our swim instruction services.

1. Information We Collect

We may collect personal information that you voluntarily provide, including:

- Name
- Email address
- Phone number
- Date of birth or age (where applicable)
- Emergency contact information
- Relevant medical or health information that may affect swim instruction (provided voluntarily)
- Billing and payment information
- Information related to lesson registrations, waivers, and scheduling
- Any information you provide through our contact forms, emails, or other communications

We may also automatically collect certain technical information when you visit our website, including:

- IP address
- Browser type
- Device information
- Pages visited
- Date and time of your visit
- Cookies and similar technologies

2. How We Use Your Information

We use your personal information to:

- Respond to inquiries
- Schedule and manage swim lessons
- Communicate about bookings, cancellations, and schedule changes
- Process payments
- Maintain student records
- Promote participant safety during lessons
- Improve our website and services
- Meet legal and regulatory obligations

3. Consent

By providing your personal information, you consent to our collection, use, and disclosure of your information as described in this Privacy Policy.

You may withdraw your consent at any time, subject to legal or contractual obligations, by contacting us.

4. Sharing Your Information

We do not sell or rent your personal information.

We may share your information only when necessary with:

- Payment processing providers
- Website hosting and technology service providers
- Professional advisors
- Government authorities or law enforcement where required by law

These service providers are expected to protect your personal information and use it only for the purposes of providing services to us.

5. Cookies

Our website may use cookies and similar technologies to improve your browsing experience, remember your preferences, and collect website usage statistics.

You may disable cookies through your browser settings; however, some features of the website may not function as intended.

6. Data Security

We take reasonable administrative, technical, and physical measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. Although we strive to protect your information, no method of electronic transmission or storage is completely secure.

7. Retention of Information

We retain personal information only for as long as necessary to provide our services, fulfill legal obligations, resolve disputes, and enforce our agreements.

Health and safety information is retained only as long as reasonably necessary for lesson administration and applicable legal requirements.

8. Adult and Minor Participants

We provide swim instruction for both adults and children.

For adult participants, we collect personal information directly from the individual enrolling in lessons.

For participants under the age of 18, a parent or legal guardian is expected to provide any required personal information, consent to lesson participation where applicable, and serve as the primary contact regarding registrations, scheduling, payments, and other administrative matters.

We do not knowingly collect personal information directly from children through our website without the involvement of a parent or legal guardian.

9. Your Privacy Rights

Subject to applicable law, you may request to:

- Access your personal information
- Correct inaccurate or incomplete information
- Request deletion of your information where appropriate
- Withdraw consent to certain uses of your personal information

To exercise these rights, please contact us using the information below.

10. Third-Party Services

Our website may contain links to third-party websites or use third-party services, such as payment processors, scheduling platforms, or website analytics providers.

These third parties have their own privacy policies, and we encourage you to review them before providing personal information.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

12. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact:

Email: swimmwithmaya@gmail.com

Applicable Law

This Privacy Policy is intended to comply with applicable Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and other applicable privacy requirements in Ontario.