

Last Updated: January 17, 2023

Grace & Ivy Website Privacy Policy

Grace & Ivy - Maternal & Family Wellness Inc. (the “Company”, “Grace & Ivy” or “we”) takes privacy and data security seriously. We are committed to transparency in the collection and use of your personal information. The Privacy Policy below describes how we use personal information, and the circumstances under which we may share this information. This Privacy Policy applies to the privacy practices of Grace & Ivy on its website located at <https://graceandivy.ca/> (the “Website”), as well as offline.

Collection and Use of Personal Information

- **Class Registration:** We may collect personal information about you when you register to take a class, such as your first and last name. If you register using an event portal, we may collect personal information associated with any account, including your account username and profile photo, and other profile information that you have set to public. We use this information to complete the registration process, and to interact with you both inside and outside of class.
- **Payment:** We use a third-party payment processor to process payments. Your payment card data or account information is provided to our payment processor. In connection with the processing of such payments, we do not retain any payment card related information (e.g., credit card numbers).
- **Class Participation:** The specific information that we collect will vary depending on the class that you register for, and what you choose to share about yourself or your child during the class. We use information that you provide to us to provide you with personalized support for your prenatal and maternal journey.
- **Social Media:** We may offer you the opportunity to engage with Grace & Ivy or its content on or through third-party social media websites, plug-ins and applications. When you engage with us on or through third-party social media websites, plug-ins and applications, you may allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture) to deliver content or as part of the operation of the website, plug-in or application.
- **Career Opportunities:** If you are applying to work with us, you may choose to provide us with personal information about your work application, including your name, email address, and phone number, or by uploading documents (such as résumés, cover letters and introductions). We use this information to assess your qualifications for relevant work opportunities.
- **Marketing Communications:** You may select if you wish to receive email marketing communications with updates and other information, including our newsletter, regarding Grace & Ivy by providing us with your name, email and a message.

You can opt out of receiving marketing emails from us using the opt-out or “unsubscribe” instructions provided in the communication. Alternatively, you may contact our Privacy Officer at sarah@graceandivy.

- **Contact Us:** When you contact us with a comment, question or to discuss our classes, we collect the information you provide such as your first and last names, email address, and phone number, along with additional information that we may need to help us promptly respond to your inquiry. We retain this information to assist you in the future and to improve our customer service and service offerings. We also use personal information to establish and manage our relationship with you and provide quality service.

Information About Our Website

- **Visiting our Website:** In general, you can visit our Website without telling us who you are or submitting any personal information. However, we collect the IP (Internet protocol) addresses of all visitors to our Website and other related information such as page requests, browser type, operating system and average time spent on our Website. We use this information to help us understand our Website activity and to monitor and improve our Website.
- **Cookies:** Our Website uses a technology called “cookies”. A cookie is a tiny element of data that the Website can send to your browser, which may then be stored on your computer or mobile device so we can recognize you when you return. We use cookies for analytics purposes as well as for certain features of the Website. You may set your web browser to notify you when you receive a cookie or to not accept certain cookies. However, if you decide not to accept cookies from the Website, you may not be able to take advantage of all of the features of our Website.
- **Analytics:** Our Website also uses web analytics services such as Google Analytics to help us gather and analyze information about the areas visited on the Website (such as the pages most read, time spent, search terms and other engagement data) in order to evaluate and improve the user experience and the Website. For more information about Google Analytics or to prevent the storage and processing of this (including your IP address) by Google, you can download and install the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. You can also obtain additional information on Google Analytics’ data privacy and security at the following links:
 - <https://policies.google.com/technologies/partner-sites> and
 - <https://support.google.com/analytics/topic/2919631>
- **Third Party Links:** Our Website may contain links to other websites that Grace & Ivy does not own or operate. We provide links to third party websites as a convenience to the user. These links are not intended as an endorsement of or referral to the linked websites. This Privacy Policy does not apply to information collected by the linked websites. They have separate and independent privacy policies, notices and terms of use. We do not have any

control over such websites, and therefore we have no responsibility or liability for the manner in which the organizations that operate such linked websites may collect, use or disclose, secure and otherwise treat personal information. We encourage you to read the privacy policy of every website you visit.

- **Tracer Tags & Web Beacons:** The Website may also use a technology called “tracer tags” or “Web Beacons”. This technology allows us to understand which pages you visit on the Websites. These tracer tags are used to help us optimize and tailor the Website for you and other future visitors to the Website.

Sharing of Personal Information

We do not sell, rent or disclose your personal information to third parties without your consent, except as described below or as required or permitted by applicable law.

- **Service Providers:** Your personal information may be transferred (or otherwise made available) to third parties who provide services to us or on our behalf. We use third parties to host and manage our Website, as a platform for online booking and scheduling, and for payment processing. Our service providers are given the information they need to perform their designated functions. They are not authorized to use or disclose personal information for their own marketing or other purposes.

Your personal information may be maintained and processed by us, our affiliates, and other third-party service providers in the US or other jurisdictions. In the event that personal information is transferred outside of Canada to the US or other foreign jurisdiction, it will be subject to the laws of that jurisdiction and may be disclosed to or accessed by the courts, law enforcement and governmental authorities in accordance with those laws.

You can obtain access to written information about the organization’s policies and practices with respect to service providers outside of Canada by contacting us at the contact information set out at the bottom of this Policy.

- **Legal and Compliance:** We and our Canadian, U.S. and other foreign service providers may provide your personal information in response to a search warrant or other legally valid inquiry or order, or to another organization for the purposes of investigating a breach of an agreement or contravention of law or detecting, suppressing or preventing fraud, or as otherwise required or permitted by applicable Canadian, US or other law or legal process, which may include lawful access by U.S. or foreign courts, law enforcement or other government authorities. Your personal information may also be disclosed where necessary for the establishment, exercise or defence of legal claims and to investigate or prevent actual or suspected loss or harm to persons or property.
- **Sale of Business:** Personal information may be provided to third parties in connection with a merger, acquisition or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Grace & Ivy or as part of a corporate reorganization or stock sale or other change in corporate control, including for the

purpose of determining whether to proceed or continue with such transaction or business relationship.

Safeguarding and Retention of Personal Information

We have implemented reasonable administrative, technical and physical measures in an effort to safeguard the personal information in our custody and control against theft, loss and unauthorized access, use, modification and disclosure. We restrict access to your personal information on a need-to-know basis to employees and authorized service providers who require access to fulfill their job requirements.

We have personal information retention processes designed to retain personal information for no longer than necessary for the purposes stated above or to otherwise meet legal requirements.

Your Choices

If you have signed-up to receive our email marketing communications, you can unsubscribe any time by clicking the “unsubscribe” link included at the bottom of the email. Alternatively, you can opt-out of receiving our marketing communications by contacting us at the contact information under “Contact Us” below.

If you have provided consent to our collection, use or disclosure of personal information, you can withdraw your consent at any time by contacting us at the contact information set out below. If you withdraw your consent, we may not be able to provide certain products or services to you.

Access to Personal Information

You have the right to access, update and correct inaccuracies in your personal information in our custody and control, subject to certain exceptions prescribed by law. You may make such requests by emailing us using the contact information set out below. We may request certain personal information from you when you make such a request for the purposes of verifying the identity of the individual seeking access to their personal information records.

Updates to the Privacy Policy

We may update this Privacy Policy to reflect changes to our privacy practices. We encourage you to periodically review this page for the latest information on our privacy practices. We will indicate at the top of this Privacy Policy when it was most recently updated.

Contact Us

If you have any questions, concerns or comments about this Privacy Policy or the manner in which we or our service providers handle your personal information, or wish to request access to or correction of your personal information in our records, please contact us at:

Privacy Officer
sarah@graceandivy.ca.