

PRIVACY POLICY

Way of Soma (“we/us/our”) is committed to protecting and respecting your privacy. This Privacy Policy details how your personal information is collected, used, and stored, when you visit or purchase services from www.wayofsoma.com (“the Site”). By visiting this website you are accepting and consenting to the practices described in this Privacy Policy.

1. PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit www.allaboutcookies.org.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, we collect your personal information as follows:

- When you fill out a contact form, enquiry or booking form, or schedule an appointment we collect the information you provide us with - this may include your name, email address and phone number.
- When you opt in for our newsletter or when you sign-up to receive notifications about our upcoming products or services, we collect your name and email address.
- When you make a booking, we collect information you provide us for the purpose of completing the booking process. This includes contact details and any other information you share voluntarily.

- When you make a purchase through the Site, Ribbon collects certain information from you, including your name, payment information (including credit card details), email address, and phone number. We do not receive your card information at any time.

2. HOW WE USE YOUR PERSONAL INFORMATION

- When enquiring about any of our services, we keep a copy of important messages in our filing system for the purpose of having a record of our communication. Other emails are retained for up to 2 years.
- When you make a booking we keep a copy of our email communication for up to 2 years. We also keep a copy of your booking form for the purpose of having any relevant information about you so we can provide you with services tailored to your individual needs. Post-event, your name and email address will be added to our MailChimp list for the purpose of keeping you informed about our services. If you don't wish to receive our newsletter then please inform Jo via email wayofsoma@gmail.com or simply unsubscribe via the Unsubscribe link in the footer of the newsletter. Please note that our MailChimp account has 2-step Authentication enabled to optimise security.
- To optimise our Site (for example, by generating analytics about how clients browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

In addition, when applicable, the personal information we collect from you will be used as follows:

- Data collected in classes and courses is used for course management and held for 7 years for insurance purposes.
- For certification purposes on any training, your name and details will be shared with Yoga Alliance unless you state that you do not wish to be certified.
- To fulfil any orders placed through the Site, including processing your payment information and providing you with invoices and/or order confirmations.
- To fulfil a contract and the legal basis of our holding your personal data is for legitimate interest.
- To screen our orders for potential risk or fraud (in particular, your IP address).
- To comply with the law, for insurance and tax purposes.

3. DISCLOSURE OF YOUR PERSONAL INFORMATION

- When attending classes, workshops, trainings or retreats, your personal information is not disclosed to anyone, except the practices described in Section 2.
- When attending a group retreat, we may share relevant information with other team members, for the purpose of providing you with the best service. This includes sharing your dietary requirements with the chef, and also sharing any health conditions with a teaching assistant.
- We use SquareSpace and Ribbon Experiences to power our online store in order to sell our services. You can read more about how SquareSpace uses your Personal Information at <https://www.squarespace.com/privacy>. Ribbon Experiences' privacy policy can be viewed at <https://withribbon.com/webflow/documents/Ribbons-Privacy-Policy-2021.pdf>.
- We use PayPal to process online payments. All transactions are secure and encrypted, and we never store your credit card information. You can read more about how PayPal uses your Personal Information at <https://www.paypal.com/myaccount/privacy/privacyhub>.
- We use Google Analytics to help us understand how customers use the Site. You can read more about how Google uses your Personal Information at <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics at <https://tools.google.com/dlpage/gaoptout>.
- We use MailChimp as our marketing automation platform to share our latest updates or special offers with you. By registering on our website, you acknowledge that the information you provide will be transferred to MailChimp for processing. You can read more about how MailChimp uses your Personal Information at <https://mailchimp.com/legal/privacy/>. You can unsubscribe at any time by clicking the unsubscribe link in the footer of any email you receive from us.
- Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, insurance claims or other lawful request for information we receive, or to otherwise protect our rights.

4. HOW WE STORE YOUR INFORMATION

FOR CLASSES, WORKSHOPS, TRAININGS AND RETREATS

- When you make an enquiry, your communication will be stored on email for up to 2 years.
- When you register for any service we provide, your communication and registration form is stored in our filing system on a password-protected laptop. We keep your registration and booking

forms and all information you have provided us for a period of 7 years, to comply with insurance and tax obligations.

- We use Facebook's re-marketing service which uses a "custom audience pixel" that stores a cookie on the visitor's computer when they visit a web page. As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising as follows:

Facebook: <https://www.facebook.com/settings/?tab=ads>

Google: <https://www.google.com/settings/ads/anonymous>

Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

5. YOUR RIGHTS

You may ask us not to process your personal data for marketing purposes by contacting Jo at wayofsoma@gmail.com or by unsubscribing from the MailChimp newsletter via the link in the footer.

6. ACCESS TO INFORMATION

The Data Protection Act (Act) gives you the right to access information held about you, and to request that your personal information be corrected, updated, or deleted. Your right of access can be exercised in accordance with the Act. Any access request will be granted free of charge.

7. CHANGES TO OUR PRIVACY POLICY

We may update this Privacy Policy from time to time in order to reflect changes to our practices or for other operational, legal or regulatory reasons. Any changes we make to our privacy policy in the future will be posted on this page and on our booking forms.

8. CONTACT

Questions, comments, and requests regarding this privacy policy are welcomed, and should be addressed to Jo Kemp at wayofsoma@gmail.com.