

Effective Date: January 2025

By sharing the Privacy Policy for THEBALANCEDSOUL.COM and its Companies and Partners (collectively, “we” or “us”), we hope to help you understand how information can create new opportunities for you, our customer, as well as to reassure you that we respect and honor customer requests to restrict and protect personal information.

This Statement of Privacy applies to all THEBALANCEDSOUL.COM entities and affiliated partner companies. This also includes any and all related domains that have been created and are operated by THEBALANCEDSOUL.COM and its Companies, and Partner Companies.

We will comply with the Canadian Privacy Policy in our communications with all customers who are Canadian residents. If you reside in the EU, please see your rights under EU Data protection Laws below.

The following Privacy Policy governs the online information collection practices of THEBALANCEDSOUL.COM and its partners and affiliates, (“we” or “us”). Specifically, it outlines the types of information that we gather about you while you are using the THEBALANCEDSOUL.COM website (the “Site”), and the ways in which we use this information. This Privacy Policy, including our children’s privacy statement, does not apply to any information you may provide to us or that we may collect offline and/or through other means (for example, at a live event, via telephone, or through the mail).

Please read this Privacy Policy carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we’ll post the changes to this Privacy Policy on this website and update the Effective Date of the policy to reflect the date of the changes. By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

## **How We Collect and Use Information**

THEBALANCEDSOUL.COM collects personal information in a variety of ways when you interact with THEBALANCEDSOUL.COM or its partner companies and affiliates, including when you register or create an account with THEBALANCEDSOUL.COM; when you place an order at THEBALANCEDSOUL.COM or partner domains; when you use THEBALANCEDSOUL.COM and partner products or services; when you visit THEBALANCEDSOUL.COM pages or pages of certain THEBALANCEDSOUL.COM

partners; when you enter promotions or sweepstakes; when you subscribe to a newsletter or desire to be added to our mailing lists for other products or services; when you correspond or otherwise interact with us; and when you provide feedback in any of our online surveys.

Information we collect may include: your name, e-mail address, phone number, address, product preference information, billing information, demographic information provided by you (such as language, gender, and age, and, if applicable, content preferences and personalization information) and personal interest information. On occasion, we may ask for additional information to enable us to provide with access to and use of certain information, materials and services. THEBALANCEDSOUL.COM may combine information about you that we have the information we obtain from business partners or other companies.

We may collect and store personal or other information that you voluntarily supply to us online while using the Site (e.g., while on the Site or in responding via email to a feature provided on the Site). The Site only contacts individuals who specifically request that we do so or in the event that they have signed up to receive our messaging, attended one of our events, or have purchased one of our products. The Site collects personally identifying information from our users during online registration and online purchasing. Generally, this information includes name and e-mail address for registration or opt-in purposes and name, postal address, and credit card information when registering for our events or purchasing our products. All of this information is provided to us by you.

We also collect and store information that is generated automatically as you navigate online through the Site. For example, we may collect information about your computer's connection to the Internet, which allows us, among other things, to improve the delivery of our web pages to you and to measure traffic on the Site. We also may use a standard feature found in browser software called a "cookie" to enhance your experience with the Site. Cookies are small files that your web browser places on your hard drive for record-keeping purposes. By showing how and when visitors use the Site, cookies help us deliver advertisements, identify how many unique users visit us, and track user trends and patterns. They also prevent you from having to re-enter your preferences on certain areas of the Site where you may have entered preference information before. The Site also may use web beacons (single-pixel graphic files also known as "transparent GIFs") to access cookies and to count users who visit the Site or open HTML-formatted email messages.

We use the information we collect from you while you are using the Site in a variety of ways, including using the information to customize features; advertising that appear on the Site; and, making other offers available to you via email, direct mail or otherwise. We also may provide your information to third parties, such as service providers, contractors and third-party publishers and advertisers for a variety of purposes. Unless you inform us in accordance with the process described below, we reserve the right to use, and to disclose to third parties, all of the information collected from and about you while you are using the Site in any way and for any purpose, such as to enable us or a third party to provide you with information about products and services. If you do not wish your information to be used for these purposes, you must send a letter to the Online Privacy Coordinator whose address is listed at the end of this Privacy Policy requesting to be taken off any lists of information that may be used for these purposes or that may be given or sold to third-parties.

Please keep in mind that whenever you voluntarily make your personal information available for viewing by third parties online – for example on message boards, weblogs, through email, or in chat areas – that information can be seen, collected and used by others besides us. We cannot be responsible for any unauthorized third-party use of such information. Some of our third-party advertisers and ad servers that place and present advertising on the Site also may collect information from you via cookies, web beacons or similar technologies. These third-party advertisers and ad servers may use the information they collect to help present their advertisements, to help measure and research the advertisements' effectiveness, or for other purposes. The use and collection of your information by these third-party advertisers and ad servers is governed by the relevant third-party's privacy policy and is not covered by our Privacy Policy. Indeed, the privacy policies of these third-party advertisers and ad servers may be different from ours. If you have any concerns about a third party's use of cookies or web beacons or use of your information, you should visit that party's website and review its privacy policy.

The Websites include social media features, such as the Facebook "Like" button, and widgets, such as the "Share This button" or interactive mini programs that run on our websites. These features may collect your Internet protocol address, which page you are visiting on the Websites, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on the Websites. Your interactions with these features are governed by the privacy statement of the companies that provide them.

The Site also includes links to other websites and provides access to products and services offered by third parties, whose privacy policies we do not control. When you access another website or purchase third-party products or services through the Site, use of any information you provide is governed by the privacy policy of the operator of the site you are visiting or the provider of such products or services.

We may also make some content, products, and services available through our Site or by emailing messages to you through cooperative relationships with third-party providers, where the brands of our provider partner appear on the Site in connection with such content, products and/or services. We may share with our provider partner any information you provide, or that is collected, in the course of visiting any pages that are made available in cooperation with our provider partner. In some cases, the provider partner may collect information from you directly, in which cases the privacy policy of our provider partner may apply to the provider partner's use of your information. The privacy policy of our provider partners may differ from ours. If you have any questions regarding the privacy policy of one of our provider partners, you should contact the provider partner directly for more information.

THEBALANCEDSOUL.COM and its partners uses your personal information in the following ways:

Delivery and billing for our products and services, and to communicate with you concerning your account and customer service issues. This may include verifying authorization of credit card usage before any purchase of content or services. Improving our products and services by providing personalized content recommendations, language and location customization, and/or personalized help and instructions. To ask you to participate in surveys about products, services, news and events. Offering you product upgrades, content, services and other training courses for you to purchase. Providing provide you with content, services, instructions, and a more personalized experience based on personal information, such as your language preferences, zip/postal code, country locations, and any content or other preferences you provide. Providing you with news, free newsletters, updates, targeted advertising, promotions, and special offers. To better understand how our products are used, including Web traffic patterns and what types of content are most popular with users of our products and services. Providing anonymous reporting for internal and external partners. Facilitating your participation in our online forums and helping to manage improper behaviour by individuals using the forums.

## **How And When We Disclose The Information We Collect**

Be aware that we may occasionally release information about our visitors when release is appropriate to comply with the law or to protect the rights, property or safety of users of the Site or the public. Please also note that as our business grows, we may buy or sell various assets. In the unlikely event that we sell some or all of our assets, or one or more of our websites is acquired by another company, information about our users may be among the transferred assets.

THEBALANCEDSOUL.COM and its partners and affiliates may share your personal information with trusted vendors and partners who work with THEBALANCEDSOUL.COM. These partners are provided with your personal information to help THEBALANCEDSOUL.COM communicate with you about offers from us and from our marketing partners. They are contractually required to keep this personal information secure and to only use it for the purposes for which it is provided. THEBALANCEDSOUL.COM may send personal information about you to other companies or people when we need to share your information to provide the product or service you have requested or to provide a product or service to you. However, these companies are only permitted to use the personal information for these purposes.

If THEBALANCEDSOUL.COM or her partners and affiliates should ever file for bankruptcy, or become insolvent, or be acquired by a third party, or merge with a third party, or sell all or part of its assets, or transfer substantially all or part of its relevant assets to a third party, then THEBALANCEDSOUL.COM is entitled to share the personal information and all other information you have provided through the products and service to potential and subsequent business and merger partners. THEBALANCEDSOUL.COM may share “cookie” and other data about traffic patterns or usage collected on THEBALANCEDSOUL.COM with affiliated companies, its business partners or with third party advertisers or ad networks. Any data shared is anonymous and does not identify any user. THEBALANCEDSOUL.COM may also include third party advertising. These third parties’ websites and advertisers, or the Internet advertising companies that work on their behalf, may use technology such as web beacons and cookies to send (or “serve”) the advertisements that appear on our Site directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, electronic images and other technologies to deliver advertisements, collect information about the effectiveness of their advertisements, and to collect anonymous information about your visits to THEBALANCEDSOUL.COM, such as the number of times you have viewed an ad (but not your name, address, or other personal information). If you would like more information about this practice, as well as your choices about not having this information used for online behavioral advertising by these ad networks, click here: [http://networkadvertising.org/consumer/opt\\_out.asp](http://networkadvertising.org/consumer/opt_out.asp)

THEBALANCEDSOUL.COM and partner domains also contains links to other Websites and products. THEBALANCEDSOUL.COM is not responsible for the privacy practices or the content of such Websites or products. Please visit the privacy policies of these third-party sites in order to understand their privacy policies and data collection practices.

### **Compliance with Laws and Law Enforcement Requests; Protection of Our Rights:**

In certain situations, we may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may disclose personal information to respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims. We may also share such information if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Service Agreement, or as otherwise required by law.

THEBALANCEDSOUL.COM may also disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) comply with law or legal process or if requested by duly authorized public authorities; (b) comply with the order of a competent judicial authority in any jurisdiction; (c) comply with legal process served on THEBALANCEDSOUL.COM ; (d) protect and defend the rights or property of THEBALANCEDSOUL.COM, or our affiliated companies, their employees and agents; (e) enforce our terms of use; (f) protect against fraud or other illegal activity or for risk management purposes; (g) permit us to pursue available remedies or limit the damages that we may sustain; (g) act in urgent circumstances to protect the personal safety of users of THEBALANCEDSOUL.COM products or the public at large.

### **Google Analytics**

We also use Google Analytics Advertiser Features and Adobe Analytics to optimize our business. Advertiser features include: Remarketing with Google Analytics Google Display Network Impression Reporting DoubleClick Platform integrations Google Analytics Demographics and Interest Reporting. By enabling these Google Analytics Display features, we are required to notify our visitors by disclosing the use of these features and that we and third-party vendors use first-party cookies (such as the Google Analytics cookie) or other first-party identifiers, and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to gather data about your activities on our Site.

Among other uses, this allows us to contact you if you begin to fill out our check-out form but abandon it before completion with an email reminding you to complete your order. The “Remarketing” feature allows us to reach people who previously visited our Site and match the right audience with the right advertising message. You can opt-out of Google’s use of cookies by visiting Google’s ad settings and/or you may opt-out of a third-party vendor’s use of cookies by visiting the Network Advertising Initiative opt-out page.

Google’s ability to use and share information collected by Google Analytics about your visits to the services to another application which partners with Google, is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Please review those and see <http://www.google.com/policies/privacy/partners/>

For information about how Google uses the information provided to Google Analytics and how you can control the information provided to Google. To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics which [can be found here](#)

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Adobe’s ability to use and share information collected by Adobe Analytics about your visits to the services to another application which partners with Adobe, is restricted by the Adobe Analytics Terms of Use and the Adobe Privacy Policy. Please review those and see <https://www.adobe.com/privacy/marketing-cloud.html>

For information about how Adobe uses the information provided to Adobe Analytics and how you can control the information provided to Adobe. To prevent your data from being used by Adobe Analytics, you can download the Adobe Analytics opt-out browser add-on for Adobe Analytics which [can be found here](#)

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The Google Analytics and Adobe Analytics products we use collect only anonymized IP addresses for IP’s located in the EU.

### **Testimonials:**

From time to time, we may post testimonials on the Websites that may contain personal information. We obtain your consent to post your full name along with your testimonial. You understand and acknowledge that when you give a testimonial that it will be posted on the Website, partner domains, and any social

media channels run by THEBALANCEDSOUL.COM with your first name and last name initial only. Should we post your testimonial with your full name, we must have a signed release and waiver to post your testimonial or endorsement. If you wish to update or delete your testimonial, you can contact us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

### **Community Forums:**

The Websites may offer publicly accessible blogs, community forums, comments sections, discussion forums, or other interactive features (“Interactive Areas”). You should be aware that any information that you post in an Interactive Area might be read, collected, and used by others who access it. To request removal of your personal information from an Interactive Area, contact us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca). In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

### **Live Events:**

All events may be live streamed and recorded. The purchase of any event ticket constitutes a release and waiver to use your likeness and/or photographs film, digital or video, with a worldwide transferable and irrevocable license for the purpose of promoting other events, marketing and advertising on social media, educational use, press coverage.

### **Social Media**

We engage with customers on various social media platforms like Facebook, Twitter (now known as X), Pinterest, and Instagram. If you contact us on one of these platforms for customer service or otherwise, we may contact you via direct message. Those communications are governed by this policy as well as the policy of the relevant social media platform.

### **Facebook**

As advertisers on Facebook and through our Facebook page, we, (not Facebook) may collect content or information from a Facebook user and such information may be used in the same manner specified in this Privacy Policy. You consent to our collection of such information. We abide by Facebook’s Data Use Restrictions. Any ad data collected, received or derived from our Facebook ad (“Facebook advertising data”) is only shared with someone acting on our behalf, such as our service provider. We are responsible for ensuring that our service providers protect any



Facebook advertising data or any other information obtained from us, limit our use of all of that information, and keep it confidential and secure. We do not use Facebook advertising data for any purpose (including retargeting, commingling data across multiple advertisers' campaigns, or allowing piggybacking or redirecting with tags), except on an aggregate and anonymous basis (unless authorized by Facebook) and only to assess the performance and effectiveness of our Facebook advertising campaigns. We do not use Facebook advertising data, including the targeting criteria for a Facebook ad, to build, append to, edit, influence, or augment user profiles, including profiles associated with any mobile device identifier or other unique identifier that identifies any particular user, browser, computer or device. We do not transfer any Facebook advertising data (including anonymous, aggregate, or derived data) to any ad network, ad exchange, data broker or other advertising or monetization related service.

### **General Data Privacy Regulation (GDPR)**

The GDPR took effect on May 25, 2018, and is intended to protect the data of the European Union (EU) citizens.

As a company that markets its site, content, products and/or services online we do not specifically target our marketing to the EU or conduct business in or to the EU in any meaningful way. If the data that you provide to us in the course of your use of our site, content, products and/or services is governed by GDPR, we will abide by the relevant portions of the Regulation.

If you are a resident of the European Economic Area (EEA) or are accessing this site from within the EEA, you may have the right to request: access to, correction of, deletion of; portability of; and restriction or objection to processing, of your personal data, from us. This includes the "right to be forgotten." To make any of these requests, please contact our GDPR contact at [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

### **California Consumer Privacy Act (CCPA)**

The CCPA takes effect on January 1, 2020, and is intended to protect the personal information of California residents. The CCPA has certain threshold requirements which a company must meet in order to be required to comply with its provisions. Upon information and belief, our company does not meet those thresholds. In the event of a change in our status, and if the data that you provide in the course of your use of our site, content, products and/or services is governed by CCPA, we will abide by the relevant portions of the Act. If you are a resident of the state of California, you may have the right to request disclosure of the personal information we have collected about you and the types of third parties with whom it has been shared;

request a portable copy of your information; opt-out from marketing messages or the sale of your information to third parties; and request deletion of your personal information. To make these requests, please contact our CCPA contact [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

## **Children's Privacy Statement**

This children's privacy statement explains our practices with respect to the online collection and use of personal information from children under the age of thirteen and provides important information regarding their rights under federal law with respect to such information. This Site is not directed to children under the age of thirteen and we do NOT knowingly collect personally identifiable information from children under the age of thirteen as part of the Site. We screen users who wish to provide personal information in order to prevent users under the age of thirteen from providing such information. If we become aware that we have inadvertently received personally identifiable information from a user under the age of thirteen as part of the Site, we will delete such information from our records. If we change our practices in the future, we will obtain prior, verifiable parental consent before collecting any personally identifiable information from children under the age of thirteen as part of the Site. Because we do not collect any personally identifiable information from children under the age of thirteen as part of the Site, we also do NOT knowingly distribute such information to third parties. We do NOT knowingly allow children under the age of thirteen to publicly post or otherwise distribute personally identifiable contact information through the Site. Because we do not collect any personally identifiable information from children under the age of thirteen as part of the Site, we do NOT condition the participation of a child under thirteen in the Site's online activities on providing personally identifiable information. By using the Site, you have represented and warranted that you are either 18 years of age or using the Site with the supervision of a parent or guardian. If you are under 13, you may not use the Site. If you become aware that your child has provided us with personal information without your consent, you are urged to email us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

## **Canada's Anti-Spam Legislation (CASL)**

CASL came into force in three phases, the last of which became effective on July 1, 2017. CASL establishes rules for the sending of commercial electronic messages. We operate our business in compliance with CASL. Therefore, we will only send newsletters and other email communications to users who have opted-in to receive our messaging. If you are currently receiving emails from us, it is because you have given us your express consent (either orally, in writing, or by opting in on our site)

or implied consent (such as by purchasing or inquiring about our products or services). Your express consent is valid until revoked, whereas your implied consent may expire after a certain period of time, in accordance with the law. All of our emails will contain an unsubscribe link.

In all of our emails to you, we include our business name, postal address and a telephone number and/or email address, and it will be easy for you to identify us as the sender. To ensure that we are compliant with CASL, we keep a record of your consent, namely, when, where and how you provided (or revoked) your consent. We respect your unsubscribes, the expiration of your consent, and any actions taken on your part to revoke consent to receive messaging from us.

## **EU Data Protection**

Legal basis for processing (EEA visitors only): If you are a visitor from the European Economic Area, our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it. However, we will normally collect personal information from you only where we need the personal information to perform a contract with you (e.g. to provide you with our Services), where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms, or where we have your consent. In some cases, we may also have a legal obligation to collect personal information from you. If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information). Similarly, if we collect and use your personal information in reliance on our legitimate interests (or those of any third party), we will make clear to you at the relevant time why we need to use your personal information. If we process personal information in reliance on your consent, you may withdraw your consent at any time. If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under the “Contact Us” section below.

## **Transmission of Data to Other Countries:**

Your Personal Data is processed in Canada and the United States, where privacy laws may be less stringent than the laws in your country and where the government, courts, or law enforcement may be able to access your data. By submitting your Personal Data to us, you agree to the transfer, storage and processing of your Personal Data in Canada and the United States.

## **How We Store Your Information**

Your information is stored at the list server that delivers the Site content and messaging. Your information can only be accessed by those who help manage those lists in order to deliver an e-mail to those who would like to receive the Site material. All of the messaging or emails that are sent to you by the Site include an unsubscribe link in them. You can remove yourself at any time from our mailing list by clicking on the unsubscribe link that can be found in every communication that we send you.

## **How We Protect Your Personal Information**

THEBALANCEDSOUL.COM and its partners safeguards the security of the data you send us with physical, electronic, and managerial procedures. We urge you to take every precaution to protect your personal data when you are on the Internet. To make purchases from THEBALANCEDSOUL.COM web site or partner domains, you must use an SSL-enabled browser. THEBALANCEDSOUL.COM uses industry-standard Secure Sockets Layer (SSL) encryption on web pages used to complete a purchase. This protects the confidentiality of your personal and credit card information while it is transmitted over the Internet. While THEBALANCEDSOUL.COM takes precautions to ensure the security of your data, no one can completely guarantee the safety of data transmitted over the internet. It is important that you take steps to ensure the safety and security of your personal information, for example by not sharing passwords or other registration data.

## **Your Rights Regarding Your Data**

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using the address given in the legal notice if you have further questions about the issue of privacy and data protection. You may also, of course, file a complaint with the competent regulatory authorities. Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed. If you no longer wish to receive communications from THEBALANCEDSOUL.COM you can opt-out from receiving such messages in the future by following the instructions in the message or contacting us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

## **Account Data**

Account data (“Account Data”) is personal information you provide us, or that we collect from you and your devices in connection with your access to and use of our Services (such as when you provide us information to register for an account, or information we collect about your browser when you connect to one of our Services, etc.). In legal terms, we collect and use this Account Data as a data controller. There are two general categories of Account Data we collect in order to provide you with the Services.

### **The Information You Give Us**

Account information. You may provide us with information in connection with the creation and management of your account for the Services, such as a name, email address and a password to create a THEBALANCEDSOUL.COM account. Billing information. If you have purchased a paid version of the Services, or if you make another financial transaction using our Services (such as purchasing a Third-Party App), we (and our third-party payment processors) will collect information about the purchase or transaction. This includes billing details and credit card information, other account and authentication information. Other information. You may otherwise choose to provide us with information when you fill in a form, contact our customer support, respond to surveys or use other features of our Services. You may also provide us with other optional information as part of your account profile, including your usernames, avatars and links to the Social Network profiles you authenticate with your THEBALANCEDSOUL.COM profile.

### **Information We Automatically Collect From Your Use Of The Services**

Log data and usage information. Like most websites, when you view content on or otherwise interact with our Services our servers automatically record information, including information that your browser sends whenever you visit a website or that your Application sends when you are using it. This log data may include your IP address, the address of the web page you visited before using the Services, your browser type and settings, your device information, the date and time of your use of the Services, information about your browser configuration and plug-ins, language preferences, unique identifiers, mouse tracks and cookie data. Location information. When you use our Services, we may collect information about your geographic location.

### **Account Data - How We Use It**

We use, store, and process Account Data as a data controller to provide, understand, improve and develop our Services, keep our Services safe and to comply with our legal obligations. More particularly, we use it to:

- Identify Our Users:

We use Account Data to identify you when you login to your account.

Provide Services:

We use Account Data to enable us to operate the Services and provide them to you, including to: enable your access to our Services, allow you to communicate with us and with other users, verify your transactions, for purchase confirmation, billing, security, and authentication (including security tokens for communication with installed Third-Party Apps) contact you about your account and provide customer service support, including responding to your comments and questions, keep you informed about the Services, features, surveys, newsletters, offers, contests and events we think you may find useful or which you have requested from us, sell or market our products and Services to you.

Improve And Optimize Our Services:

We use Account Data to: better understand your needs and the needs of users in the aggregate, diagnose problems, analyze trends, perform analytics, conduct research and improve the features and usability of the Services, test and troubleshoot new products and better understand and market to our users, analyze the Website or the other Services and information about our visitors and users, including research into our user demographics and user behaviour, create aggregate (non-identifiable) statistics about users of the Services with a view to introducing improvements and improving usability of the Services.

Keep Our Services Safe:

We use Account Data to verify accounts and activity, maintain the integrity of our Services, and to keep the Services safe and secure.

### **Account Data - Legal Basis For Use**

Our legal basis for collecting and using Account Data as a data controller will depend on the specific context in which we collect it. However, as a data controller, we will collect personal information from you where: we have your consent to do so, where we need the personal information to perform a contract with you (e.g. to deliver the Services you have requested), or where the processing is in our legitimate interests (and not overridden by your data protection interests or fundamental rights and freedoms)

In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person. Where we rely on your consent to process Account Data, you have the right to withdraw or decline your consent at any time. Please note that this does not affect the lawfulness of the processing based on consent before its withdrawal. If we ask you to provide Account Data to comply with a legal requirement, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information). Similarly, if we collect and use your personal information in reliance on our legitimate interest which are not already described in this notice, we will make clear to you at the relevant time what those legitimate interests are.

### **Account Data – Access, Control And Correction Of Personal Information And Certain Other Important Rights**

As a user, you may update or correct most of your Account Data by logging in to your account to edit your profile or organization record. To make a request to have Account Data returned to you, removed, or to make additional corrections, please email our privacy team. Requests to access, correct, or remove your information will be handled within thirty (30) days and may be subject to a fee as permitted by applicable law. Depending on where you reside, you may have the right to exercise additional rights available to you under applicable laws with regards to the personal information THEBALANCEDSOUL.COM and its partners holds about you as a data controller, including:

Right of erasure:

In certain circumstances, you may have a broader right to erasure of personal information that we hold about you – for example, if it is no longer necessary in relation to the purposes for which it was originally collected. Please note, however, that we may need to retain certain information for as long as you maintain an account for our Services, or as needed to provide you with our Services, for record keeping purposes, to comply with our legal obligations, resolve disputes and enforce the Terms. Right to object to processing: You may have the right to request that we stop processing your personal information and/or to stop sending you marketing communications.

Right to restrict processing:

You may have the right to request that we restrict processing of your personal information in certain circumstances (for example, where you believe that the

personal information we hold about you is inaccurate or unlawfully held). Right to data portability: In certain circumstances, you may have the right to be provided with your personal information in a structured, machine readable and commonly used format and to request that we transfer the personal information to another data controller without hindrance.

If you would like to exercise such rights, please contact us. We will consider your request in accordance with applicable laws. To protect your privacy and security, we may take steps to verify your identity before complying with the request. You also have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

### **How long do we keep your information?**

You can delete your account or request that we delete your account by writing us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca) . If you choose to delete your account, we will begin the process of deleting your account from our systems. We retain your information after you request such deletion for longer periods for specific purposes to the extent that we are obliged to do so in accordance with applicable laws and regulations and/or as necessary to protect our legal rights or for certain business requirements. For example, when we process your payments, we will retain this data for longer periods of time as required for tax or accounting purposes. See below for specific reasons we would retain some data for longer periods of time:

Security, fraud & abuse prevention: i.e. to protect you, other people, and us from fraud, abuse, and unauthorized access.

Financial record-keeping: when you make a payment to us we are often required to retain this information for long period of time for purposes of accounting, dispute resolution and compliance with tax, anti-money laundering, and other financial regulations.

Complying with legal or regulatory requirements: to meet any applicable law, regulation, legal process or enforceable governmental request, as required to enforce our terms of service, including investigation of potential violations.

Direct communications with us: if you have directly communicated with us, through a customer support channel, feedback form, or a bug report, we may retain reasonable records of those communications.



Even if you delete your account, keep in mind that the deletion by our third-party providers may not be immediate and that the deleted information may persist in backup copies for a reasonable period of time. For any privacy or data-protection-related questions, please write to [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

If you are a resident of California, California law permits you to request certain information regarding the disclosure of your personal data by THEBALANCEDSOUL.COM or its affiliates and subsidiaries, to a third-party for direct marketing purposes. To make such a request, please email us at [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

### **Disclaimer**

This policy may be changed at any time at our discretion. If we should update this policy, we will post the updates to this page on our Website. If you have any questions or concerns regarding our privacy policy, please direct them to [info@michellemorrison.ca](mailto:info@michellemorrison.ca)

### **Contact Us**

If you would like to contact us for any reason regarding our privacy practices, please e-mail us at the following address: [info@michellemorrison.ca](mailto:info@michellemorrison.ca). Be sure to return to this Policy periodically to review the most current version of the Policy. We reserve the right at any time, at our sole discretion, to change or otherwise modify this Policy without prior notice; however, the date of any effective changes shall be reflected at the bottom of this page and upon request we will provide you with information regarding any changes made.

This policy was last updated on January 25, 2025