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# Privacy Policy

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**Effective Date:** October 1st, 2024

## *1. Introduction*

Welcome to Wiser Sooner Coaching (referred to as "Company", "we", "us", or "our"). These Terms and Conditions govern the use of our website [[www.wisersoonercoaching.com](http://www.wisersoonercoaching.com)] and all associated services, including coaching sessions and corporate programs. By accessing or using our website or services, you agree to be bound by these terms. If you do not agree, you may not use our services.

## *2. Services Provided*

### **WISER SOONER COACHING PRIVACY POLICY**

**EFFECTIVE DATE: October, 1st, 2024**

Wiser Sooner Coaching ("WSC", "us", "we" or "our") provides coaching, customized workshops, facilitated meetings and training programs and other services (collectively referred to as the "Services"), both virtually and in-person, for corporate executives, individual leaders and business professionals, and operates the <https://www.wisersoonercoaching.com> website. By using our Service, you consent to this Privacy Policy ("Policy") and the use of your Personal Information as described in this Policy.

This Policy is meant to inform you of our policies regarding the collection, use and disclosure of your Personal Information (as described in Definitions below) when you use our Service. We use your Personal Information solely for the purposes of providing our Services, and all of our clients' Personal Information is kept strictly confidential in accordance with the International Coaching Federation's Code of Ethics. We do not use or disclose your Personal Information for any other purpose, unless compelled to do so by lawful authorities for the purposes of administering the laws of Canada.

The definitions and scope of the clauses of this Policy are not meant to be exhaustive, but rather attempt to provide clarification and transparency as to how we collect, use and handle your Personal Information in accordance with the provisions of Canada's federal Personal Information Protection and Electronic Documents Act ("PIPEDA"). Accordingly, this Policy has been created with PIPEDA's governing principles of accountability, identifying purposes, consent, limiting collection, use, disclosure and retention, accuracy, safeguards, openness, individual access and challenging compliance in mind.

## *DEFINITIONS*

Personal Information ("Information") means information about an identifiable individual, such as age, identification numbers, income, ethnic origin, employee files, evaluations, work position name or title, work address, work telephone number, work fax number or work electronic address, credit and loan records, medical records, personal health information concerning physical or mental health of the individual.

Breach of Security Safeguards ("Breach") means the loss of, unauthorized access to or unauthorized disclosure of Information resulting from a breach of our security safeguards.



## *INFORMATION COLLECTION AND USE*

### **TYPES OF INFORMATION COLLECTED**

In the course of providing our Services to clients, Wiser Sooner Coaching may ask you to provide us with Information including but not limited to:

- Your email address
- Your organization’s name
- Your job title
- Your phone number

### **OPT-OUT**

If you have subscribed through our website to receive leadership tips, articles and other email resources, you can opt-out or unsubscribe from receiving these emails by following the applicable steps in your personal email software at any time.

### **USE OF INFORMATION**

Wiser Sooner Coaching uses the Information that we collect from you primarily to provide our Services, but also for our accounting and tax requirements where necessary.

### **STORAGE AND RETENTION OF INFORMATION**

Wiser Sooner Coaching will retain your Information only for as long as necessary for the purposes of providing our Service and any legal, accounting, or reporting requirements.

For tax purposes, the law requires us to retain certain types of basic information about our clients, such as identity, contact, financial and transaction data, for six years after the cessation of the provision of our Services.

The Information that we may collect from you in the course of providing our Services is saved to a password protected hard drive and subsequently uploaded to Wiser Sooner Coaching’s secure iCloud.

### **INFORMATION SECURITY**

We take the security of your Information very seriously, and your Information will be safeguarded with commercially reasonable appropriate levels of protections. However, no method of electronic storage is 100% secure, and while we strive to ensure the security of your Information, we cannot guarantee it absolutely.

### **CONFIDENTIALITY AND DISCLOSURE OF INFORMATION**

As we recognize the sensitive nature of the Information we may collect in the provision of our Services, your Information will remain confidential both during and after the course of engaging in our Services. In addition to the confidentiality



requirements prescribed by PIPEDA, Wiser Sooner Coaching firmly adheres to the ethical standards concerning client confidentiality established by the International Coaching Federation's Code of Ethics. However, under certain circumstances, we may be required to disclose your Information if compelled by law or in response to valid requests from lawful authorities (e.g. such as a court or a government agency) and we may disclose your Information, only to the extent necessary, in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend our rights or property
- Prevent or investigate possible wrongdoing in connection with the provision of our Services
- Protect the personal safety of our clients or the public
- Protect against legal liability
- Comply with an audit conducted by the International Coaching Federation

### *YOUR RIGHTS*

At any time during the course of our provision of Services to you, you have the right to access, update, or request the deletion of your Information upon reasonable time for the request being provided to us. If you request the deletion of your Information, we will delete all of the substantive Information relating to the services that were provided to you, and only retain the basic information that is necessary to ensure our compliance with tax reporting requirements discussed under "Storage and Retention of Information" above.

In order to exercise any of the rights described above, please contact us at [contact@wisersooner.com](mailto:contact@wisersooner.com).

### **LINKS TO CONTENT ON OTHER WEBSITES**

Our website may contain links that lead to other websites in an effort to provide additional resources that may be of interest. It is important to be advised that once you have clicked these links and left our website, we do not have control over those linked websites. Wiser Sooner Coaching is not responsible for the privacy nor protection of any information that you may provide to linked websites, and these linked websites are not governed by our Privacy Policy. As such, we advise that you exercise reasonable caution while interacting with these linked websites (and all websites, for that matter) and examine their respective privacy policies for more information.

### **COOKIES**

Our website also uses cookies to the extent they are necessary. Cookies are essentially small pieces of text that websites store on a device that are non-executable and cannot carry viruses or install malware. Our website's cookies include functional and required cookies that allow our website hosting platform to securely serve our website to you, and allow you to navigate and use key features on our website. Other cookies allow us to learn more about traffic to our website to provide insights about how our website is performing.

### *CHANGES TO THIS POLICY*



We may update this Policy from time to time in order to maintain compliance with Canadian personal information privacy laws and regulations. If we do update this Policy, we will notify you of any changes by posting the new Policy on this page.

## **HEADINGS**

The headings that appear in this Policy are included for the reader's convenience only and have no bearing on the actual terms of the Policy.

## *CONTACT*

If you have any questions about this Policy, please [contact us](#):