



Heron Creek Yoga takes the issue of security and privacy seriously. We respect our customers' rights to both their privacy and security of their data. To that end, we collect, protect and use information either obtained throughout our website or in person at the studio only as disclosed below.

### **Personally Identifiable Information**

Heron Creek Yoga collects personally identifiable information from you only with your knowledge and consent.

We use the services of two leading software companies, Mind Body Online ([www.mindbodyonline.com](http://www.mindbodyonline.com)) and Moneris Solutions ([www.moneris.com](http://www.moneris.com)) for scheduling, registration, order processing and online and in-person payments. Please visit their website to acquire information about the companies and their Privacy Policies.

When you make a purchase through MindBody Online, they ask for your name, address, phone number, email address and other personal information necessary to fulfill and track your order. For purposes of billing, you will need to provide your credit card type, number, expiration date and billing address for the card.

MindBody requires you to create an account by providing your email address and designating a unique access password for future access to your account information. Creating this account allows MindBody to save your billing information so you won't have to fill out that information again the next time you make a purchase on their site. Thus credit card numbers are stored in the MindBody system. The account allows MindBody to keep track of your class attendance to enforce policies regarding the use of 10- or 20-class passes. It also allows us at Heron Creek Yoga understand our revenues, class attendance and capacity, and other such business-related analysis.

Heron Creek Yoga collects your name and email address if you sign up for our email newsletter and to inform you of important studio information such as schedule changes and upcoming events.

Heron Creek Yoga uses a security system provided by Counterforce, a division of Chubb Inc. We have a few security cameras on the premises and record activities inside the public areas of the studio for purposes of crime prevention only. The recording space is limited and over time it is overwritten. The amount of time varies with the amount of activity recorded but is generally about one month.

Heron Creek Yoga may on occasion record classes for purposes of demonstrating our classes either online or in the studio on the television in the reception area. We will do so only

with your prior consent. We do not identify class attendees in any textual material that may accompany the video.

## **Non-Personally Identifiable Information**

Heron Creek Yoga collects non-personally identifiable information in order for us to better understand how our website is used. Information about a user's visit is logged; however your IP address is never referenced to personally identifiable information. Usage statistics are gathered in a non-intrusive manner. The log files are private documents and are primarily used by the server administrator for error notification, server administration and to monitor website performance. Occasionally, portions of the log files may be viewed by others for the purpose of server administration, security or when required by law.

## **Cookies**

When you visit Heron Creek Yoga & Fitness, small text files known as "cookies" may be stored on your computer's hard drive. We customize certain Web page content based on your browser-type or other information provided by our cookie. Heron Creek Yoga & Fitness does not use cookies to retrieve personal information about you from your computer. If you reject the cookie, you will still be able to browse our site; however, you may not be able to use the MindBody site to purchase classes. This is because cookies are required by the shopping cart to retain the necessary information to process your order.

## **Sharing information with third parties**

Heron Creek Yoga does not rent, sell or exchange your name or other personally-identifiable information to third-party companies for any purposes. Under no circumstances will your personal information be disclosed to any third party unless we seek your express consent or are required to do so by law.

## **Mailing List**

When you sign up to our email mailing list, we will use your email address to send you a monthly newsletter containing new schedules, holiday hours and info on any events or promotions we are offering. Other reminders may also be mailed, but you may opt out of these at any time.

Each newsletter will contain simple instructions on how to unsubscribe (opt-out) from the newsletter list. Each newsletter will also contain a link that will allow you to log in to the email system and change the current data so that you are always in control of the information you provide.

We support the Canadian Federal Privacy Legislation. We never exchange, lend or sell our email mailing list to anyone. Information submitted to us is only available to employees managing this information for purposes of sending you emails and to contracted service providers for purposes of providing services relating to our communications with you.

Email statistics are monitored in order to ensure that the mailings are relevant for you. We will never share, sell, or rent this information to anyone. This information is only used for our own internal purposes.

## **Linking to other websites**

Heron Creek Yoga & Fitness sometimes provides links to other organizations' websites. Unless we expressly say otherwise, a link to another website does not mean that we are responsible for, or that we endorse the content or policy of that website. When you provide information at one of those sites, you are subject to that site's privacy policy. We encourage you to read that website's policy before submitting any information if you have concerns about how information may be collected or used.

## **Privacy Policy changes**

Heron Creek Yoga & Fitness may deem it necessary or appropriate from time to time to modify this privacy policy to reflect changes in the way we collect or use information, or to reflect changes in privacy-related laws, regulations, or industry standards. Accordingly, Heron Creek Yoga reserves the right to change this privacy statement at any time by posting the revised policy on this site. Information will be handled according to the privacy statement in effect at the time the information is used. If we make any significant change to this policy, we will provide notice of the change on this website.

## **Contact information**

Please do not hesitate to contact us regarding this privacy policy by email at [admin@heroncreek.ca](mailto:admin@heroncreek.ca) or by phone (905) 648-3200 or in writing at

Heron Creek Yoga

38 Wilson Street West, Ancaster, ON L9G 1N2

## **About Heron Creek Yoga & Fitness Inc**

Heron Creek Yoga & Fitness Inc operates under the name **Heron Creek Yoga** and is a corporation registered and operating solely in Ontario. Our HST registration number is 80457 3319 RT 0001. We are a member in good standing in the Hamilton Chamber of Commerce.

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