Equi-Soul – Privacy Policy

Last updated: November 2026

Equi-Soul respects your privacy and is committed to protecting the personal information entrusted to us.

This Privacy Policy explains how we collect, use, store and disclose personal information when you visit our website, book a service, register for a program, purchase a product, participate in an event or communicate with us.

1. Information We Collect

Depending on how you interact with Equi-Soul, we may collect:

- Contact information, such as your name, email address, telephone number and mailing address.
- Booking and registration details, including the services or programs you purchase and your participation history.
- Payment and transaction information processed through our website or payment providers.
- Information you voluntarily provide about your goals, interests, accessibility needs, allergies, relevant health considerations or participation requirements.
- Communications you send to us, including inquiries, feedback and requests for support.
- Website usage information, such as device information, browser type, pages visited and interactions with our website.
- Photographs, videos or testimonials where appropriate consent has been provided.

We only seek information that is reasonably necessary for the purposes described in this policy.

2. How We Use Your Information

We may use personal information to:

- Respond to inquiries and provide customer service.
- Process bookings, registrations, purchases and payments.
- Communicate program details, reminders, changes and important updates.
- Prepare for your participation and support a safe experience.
- Provide online courses, educational materials and program support.
- Maintain business, accounting and transaction records.
- Improve our website, services and customer experience.
- Send newsletters, announcements and promotional information where permitted.
- Meet legal, regulatory, insurance and other business obligations.

- Protect the safety, rights and property of participants, horses, staff and Equi-Soul.

We will not use personal information for unrelated purposes without obtaining consent where required by law.

3. Sensitive and Participation Information

Some Equi-Soul activities involve horses and may require participants to share information relevant to safety, accessibility or participation.

Please only provide information that is relevant to your participation. We will take reasonable steps to limit access to this information and use it only for appropriate business, safety and service-related purposes.

Equi-Soul is not a medical or mental health provider. Information shared with us should not be assumed to be protected by the same confidentiality rules that apply to regulated health professionals.

4. Payment Information

Payments made through our website may be processed by third-party payment providers.

Equi-Soul does not intend to collect or store full credit card numbers or security codes directly. Payment information is handled according to the privacy and security practices of the applicable payment provider.

We may retain transaction records, payment confirmations and related information for accounting and business purposes.

5. When We Share Information

We do not sell personal information to third parties.

We may share information when reasonably necessary with service providers who help us operate our business, such as:

- Website hosting and booking platforms, including Wix.
- Payment processors and financial service providers.
- Email, communication and online learning platforms.
- Professional advisors, accountants, insurers and legal representatives.
- Event venues, host facilities or program partners when necessary to coordinate your participation.
- Government authorities or other parties where required or permitted by law.

Service providers may process or store information in Canada or other jurisdictions, depending on their operations and systems.

We take reasonable steps to use service providers that maintain appropriate safeguards.

6. Marketing Communications

If you subscribe to our mailing list or otherwise provide consent, we may send you information about Equi-Soul programs, events, courses, services and special offers.

You may unsubscribe at any time by using the unsubscribe link in an email or by contacting us directly.

We may still send essential communications relating to a booking, payment, registration or service you have purchased.

7. Photographs, Videos and Testimonials

Equi-Soul may request permission to use photographs, videos or testimonials for promotional, educational or business purposes.

We will seek separate consent before using identifiable participant images, recordings or testimonials in public marketing materials. Consent is voluntary and is not a condition of participating in our services.

You may contact us to discuss withdrawing consent for future use. Withdrawal does not necessarily affect materials already lawfully published or distributed.

Separate consent will be obtained from a parent or legal guardian before using identifiable images or recordings of minors.

8. Cookies and Website Technologies

Our website may use cookies and similar technologies to support website functionality, understand visitor activity, improve performance and support marketing activities.

You may be able to manage cookies through your browser settings or any consent tools made available on the website. Disabling certain cookies may affect website functionality.

Third-party website and analytics providers may also use their own technologies in accordance with their policies.

9. Retention and Security

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including business, accounting, insurance and legal requirements.

We use reasonable administrative, technical and physical safeguards to protect personal information against unauthorized access, use, disclosure, alteration or loss.

No method of electronic storage or transmission is completely secure. We cannot guarantee absolute security.

10. Access and Correction

Subject to applicable law, you may request access to personal information we hold about you or ask us to correct information that is inaccurate or incomplete.

You may also ask questions about how your information is being used or request that we stop using information for certain purposes, subject to legal and contractual requirements.

11. Children's Privacy

Where services are provided to minors, we may collect information from a parent or legal guardian or with their consent, as appropriate.

We take additional care with information relating to children and encourage parents and guardians to contact us with any privacy questions.

12. Third-Party Websites and Platforms

Our website may link to external websites, online learning platforms or third-party services. This Privacy Policy does not apply to those external services.

Please review the privacy policies of any third-party platform you use.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, technology or legal requirements.

The updated policy will be posted on our website with a revised effective date.

14. Contact Us

Equi-Soul
Email: equi-soul@outlook.com
Phone: 613-880-9660
Website: https://www.equi-soul.com/