Privacy Policy

Version 1.0 · Effective 29 September 2026

1. About this policy

My Wellness Academy ("MWA", "we", "us") is operated by Michelle McIntyre as a sole trader (ABN 97 219 403 800), Gosnells, Western Australia. We respect your privacy.

This policy explains how we collect, use, share and look after personal information across mywellnessacademy.com.au, mywellnessacademy.net.au, our bookings, workshops, sessions, online courses and community. We aim to handle personal information in a way that is consistent with the Australian Privacy Principles.

2. What we collect

We collect only what we reasonably need. Depending on how you deal with us, this may include:

- **Contact and booking details:** your name, email address, phone number, the workshop or session you book, and your payment and balance status.
- **Booking and registration form answers:** information you give in our booking, registration and intake forms, such as prerequisites, emergency contact details and other information relevant to your participation.
- **Health and wellbeing information you choose to give us:** for example, allergies or sensitivities to scents and oils, medications, relevant health matters, previous therapies and what you'd like support with. We ask only for what helps us deliver safe and appropriate sessions and training.
- **Training records:** attendance, certificates issued, prerequisite certificates you upload, practice logs and records needed for professional membership.
- **Account and community information:** your login details, profile, course progress, community posts and activity.
- **Marketing information:** email sign-ups, your marketing preferences, and answers you give in quizzes.
- **Website and device information:** information collected through cookies and similar technologies, such as your browser, device, pages viewed and how you arrived at our site (see section 7).
- **Photographs and video:** only where you have given consent (see section 9).

Payment card details are entered directly with our payment provider. We don't see or store your full card details.

3. Participants under 18

Participants under 18 may attend selected workshops or sessions with the consent of a parent or guardian. Where a participant is under 18, we collect the parent's or guardian's contact details and consent, and deal with them about the booking.

4. How we collect it

We collect information directly from you when you book through our booking system (Amelia) or an event listing, complete a registration or intake form, buy a course or product, join our community, sign up to our emails, complete a quiz, email us or attend. Our websites also collect information automatically through cookies and similar tools.

You can choose not to give some information. If so, we may not be able to take your booking or provide a session or training safely.

5. How we use it

We use personal information to:

- take and manage bookings, payments, balances, transfers and refunds;
- deliver sessions and training safely and appropriately;
- check prerequisites, keep training records and issue certificates;
- give you access to online courses, resources and community areas;
- send booking, course and service emails;
- send newsletters and offers, if you have signed up (you can unsubscribe at any time);
- understand how our websites are used, and measure and improve our advertising; and
- meet our legal, insurance and professional obligations.

Health and wellbeing information is used only to deliver your sessions and training safely and appropriately. It is never used for advertising or marketing.

6. Who we share it with

We don’t sell your personal information. We use trusted service providers to run our business, and they handle information on our behalf:

- **Amelia**, our booking system, which stores booking and registration information and form answers;
- **PayPal**, which processes online payments;
- **Brevo**, which sends our emails and newsletters;
- **Smart Creator Press and our community platform**, which host our online courses, store and Graduate Hub community;
- **Smart Quiz Builder**, which runs our online quizzes;
- **event listing platforms, such as Eventbrite**, where you book through them;
- **automation and business administration tools** that move booking and customer information between these systems;
- **our website hosting and content delivery providers**;
- **Google**, for analytics, tag management and other website tools; and
- **Meta (Facebook and Instagram)**, for advertising measurement (see section 7).

With your knowledge, we may share information with a professional association, such as the IICT, where needed for your professional membership or certification. We may also disclose information where the law requires or permits it, or where it’s necessary to lessen a serious threat to someone’s life, health or safety.

7. Cookies, analytics and advertising

Our websites use cookies and similar technologies, including Google tools (such as Google Tag Manager and analytics) and the Meta Pixel. They help us understand how visitors use our sites, and measure and deliver our advertising on Facebook and Instagram, including showing ads to people who have visited our pages.

We may share website events with Meta, such as page views and booking steps. We do not share your health or wellbeing information with advertising platforms.

You can manage non-essential cookies through the cookie banner on our websites and through your browser settings. You can also adjust your ad preferences in your Meta and Google accounts.

8. Overseas service providers

Some of our service providers (for example, Meta, Google, PayPal, Brevo and some hosting providers) may store or process information outside Australia, including in the United States and the European Union. We choose reputable providers and take reasonable steps to protect your information.

9. Photographs and video

We only photograph or record you, or use images or recordings of you, with your consent. You can withdraw consent for future use at any time by contacting us.

10. Security and retention

We take reasonable steps to protect personal information from misuse, loss and unauthorised access, including by using reputable providers and restricting access to accounts.

We retain personal information, booking records, training records and other records for as long as reasonably necessary for the purposes for which they were collected and to meet applicable legal, insurance and professional requirements. Information that is no longer required is securely deleted or de-identified where appropriate.

11. Access and correction

You can ask to see or correct the personal information we hold about you by emailing admin@mywellnessacademy.com.au. We'll respond within a reasonable time, usually within 30 days. If we can't give you access, we'll tell you why.

12. Questions and complaints

If you have a question or a concern about how we have handled your personal information, please contact us first at admin@mywellnessacademy.com.au. We'll look into it and respond. If you're not satisfied with our response, you may be able to contact the Office of the Australian Information Commissioner (oaic.gov.au).

13. Changes to this policy

We may update this policy. We'll post the new version here with its version number and effective date. Earlier versions are kept and available on request.

Version 1.0. Effective 29 September 2026. Replaces the mywellnessacademy.com.au Privacy Policy dated 2 March 2025 and the mywellnessacademy.net.au Privacy Policy dated 26 May 2026.