My Wellness Academy – Privacy Policy

Version 1.2 · Effective 28 October 2026 — CURRENT VERSION (snapshot of https://mywellnessacademy.com.au/privacy-policy/ taken 28 Oct 2026). Replaces v1.1 (10 Oct 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.

Shop orders: when you buy crystals or other products, we collect your name, email, phone number and delivery address so we can process, post and support your order. If you choose pick-up, we use your contact details to arrange a time.

Gift vouchers: if you buy a gift voucher, we collect the name and email address of the person receiving it, the sender's name, any message you include and your chosen delivery date, so we can send the voucher and let them use it. We also keep a record of each time the voucher is used. We use these details only to deliver and manage the voucher, keep them for the life of the voucher plus 12 months, and never add the recipient (or you) to our mailing list unless you choose to join.

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, send us a support request 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 and WooPayments (powered by Stripe), which process online payments, including card, Apple Pay, Google Pay and PayPal Pay in 4;
- WooCommerce, our online shop system, which stores shop orders and gift voucher records on our own website;
- Australia Post, which delivers shop orders (we give them your name and delivery address);
- 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, Stripe, 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. Instagram messages and comments

When you comment a keyword on one of our Instagram posts, or send us a message on Instagram, our automated messaging tool may reply to you with the free resource you asked for.

What we collect

- Your Instagram account identifier (a number assigned by Instagram) and your comment or message, so we can match it to the resource.

- Your email address, only if you choose to send it to us so we can email you the resource.

How we use it

- To send you the resource you asked for.
- To pause automatic replies when we reply to you personally, and to stop them if you reply STOP.
- If you reply YES when we ask, to send you occasional emails from My Wellness Academy. You can unsubscribe at any time using the link in every email. We never add you to our mailing list without that YES.

Where it is kept and for how long

- Our automated tool runs on Cloudflare, whose servers may be outside Australia. It keeps a note of whether automatic replies are paused or stopped for your account, a short-lived conversation step (deleted within 24 hours), and an activity log with your identifier scrambled (hashed), kept for 90 days.
- Brevo: if you give us your email address, it is stored in our email system, Brevo, which may also store data outside Australia.
- Instagram: Instagram (Meta) holds the messages themselves under its own privacy policy.

Deleting your data You can ask us to delete this information at any time. See our Data Deletion page.

13. 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).

14. 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 1.2. Effective 28 October 2026 (adds shop orders and gift vouchers to section 2, and WooPayments, WooCommerce and Australia Post to section 6). Version 1.1, effective 10 October 2026, added section 12, Instagram messages and comments. Version 1.0, effective 29 September 2026, replaced the mywellnessacademy.com.au Privacy Policy dated 2 March 2025 and the mywellnessacademy.net.au Privacy Policy dated 26 May 2026.