

## **adora birth + wellness – Privacy Policy**

adora birth + wellness ("Adora", "we", "our") is committed to maintaining the accuracy, confidentiality and security of your personal information. Adora provides to its clients, as requested, doula services including pregnancy, labour and postpartum support, birth photography, and access to a third party pregnancy companion application 'The Journey' ("Services"). In providing the Services, Adora may collect, use, and disclose your personal information as is reasonably required for the provision of the Services.

This Privacy Policy describes how your personal information is collected, used, and disclosed by Adora. This Policy also applies more generally to the personal information of all individuals with whom Adora interacts including clients, community partners, contractors, employees, and other individuals.

By accessing or using our website located at [www.adorabirthandwellness.com](http://www.adorabirthandwellness.com) or any of its pages ("Site") or by using our Services, you signify that you have read, understood, and agree to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy, our Terms of Service, and any third party terms and privacy policies relating to 'The Journey', as applicable. If you do not agree to any of the Privacy Policy, our Terms of Service, or any third party terms and privacy policies relating to 'The Journey', as applicable, please do not access or use our Site or use the Services.

Adora may from time to time make changes to this Privacy Policy so that they accurately reflect our Services, policies, and changes to its legal and regulatory obligations. Continued use of the Site, direct engagement with Adora, continued or otherwise, or following the posting of changes to this Privacy Policy as indicated by the date shown below means that you accept and agree to this Privacy Policy, as revised. If you do not agree to the updated Privacy Policy, please stop accessing or using our Site and the Services and delete your account.

Adora complies with the privacy legislation for Alberta, Canada. Sometimes the privacy legislation and/or an individual's right to privacy are different from one jurisdiction to another. This Privacy Policy covers only those activities that are subject to the provisions of Canada's federal and provincial privacy laws, as applicable. Your use of the Site may also be subject to other local, state, national, or international laws, including countries that may not have laws of general applicability regulating the use and transfer of such data.

LAST UPDATED: May 20, 2021

### **What Is Personal Information?**

For the purposes of this Privacy Policy, personal information is any information about an identifiable individual, other than the person's business title or business contact information when used or disclosed for the purpose of business communications.

### **What Information Do We Collect?**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information

about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We use this information to monitor our Site's performance (e.g., number of visits, average time spent, page views, etc.) and for our business purposes such as upgrades to our Site.

We collect information from you when you visit our Site, book appointments on our Site, sign a contract, subscribe to our newsletter, fill out a form, or input data into 'The Journey', as applicable. The information collected may include: name, phone numbers, email addresses, mailing address, date of birth, images and recordings, as applicable, and personal details related to your pregnancy.

### **When does Adora use customer information from third parties?**

Adora collects personal information directly from you and also through third party service providers. In most circumstances where the personal information that we collect about you is held by a third party, we will obtain your permission before we seek out this information unless such permission is implied from your actions. For example, if you enter vomiting or blood pressure readings into 'The Journey', it is implied that you have granted Adora permission to use such information. From time to time, we may utilize the services of other third parties in our business and may also receive personal information collected by those third parties in the course of the performance of their services for us or otherwise. Where this is the case, we will take reasonable steps to ensure that such third parties have represented to us that they have the right to disclose your personal information to us.

### **Do we share the information we collect with third parties?**

We may share the information that we collect with our current and future affiliated companies, third party service providers, and business partners, and if we are involved in a merger, asset sale or other business reorganization, we may also share or transfer your personal and non-personal information to our successors-in-interest. If your personal information is shared with any such third parties, we will require such third party to protect your personal information in a manner consistent with this policy and to limit the collection, use and disclosure of such information to that which is reasonably required for the performance of the third party service for Adora.

We may also disclose personal and non-personal information about you to government, court, or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate in order to respond to claims, legal process (including subpoenas), to protect our rights and interests or those of a third party, the safety of the public or any person, to prevent or stop any illegal, unethical, or legally actionable activity, or to otherwise comply with applicable court orders, laws, rules and regulations. Further, some or all of your personal information may be collected, used, or disclosed, including storage or processing, in jurisdictions outside of Canada, including the United States. As a result, your personal information may be subject to access requests from government, court, or law enforcement officials in these other jurisdictions according to the laws in those jurisdictions.

To the fullest extent allowed by applicable law, you voluntarily consent to the trans-border transfer and hosting of such information by using the Site and, as applicable, the Services.

We do not sell or otherwise provide your personal information to other companies for the marketing of their own products or services.

### **How Do We Use The Information We Collect?**

Any of the information we collect from you may be used in one of the following ways: to personalize your experience (your information helps us to better respond to your individual needs); to improve our Site (we continually strive to improve our Site offerings based on the information and feedback we receive from you); to improve customer service (your information helps us to more effectively respond to your customer service requests and support needs); to process transactions; to administer a contest, promotion, survey or other site feature; to send periodic communication, informational, or marketing emails.

### **How Do We Use Your Email Address?**

By submitting your email address on this Site, you agree to receive certain emails from us. Such emails are those which are required to establish, maintain and manage our business relationship with you so that we may provide you with, or receive from you, the Services that have been requested and to comply with your requests. You may change or cancel your participation in any of these email lists at any time by clicking on the opt-out link or other unsubscribe option that is included in the respective email, subject to legal or contractual restrictions and reasonable notice in writing to Adora by contacting us using the contact information below. Note that in some circumstances, changing or cancelling your participation in certain email lists will severely limit or completely restrict our ability to provide the Services to, or acquire products and services from, you. We only send emails to people who have authorized us to contact them, either directly or through a third party. We do not send unsolicited commercial emails because we hate spam as much as you do. If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

### **How Do We Protect Your Information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order for Services or enter, submit, or access your personal information. We cannot, however, ensure or warrant the absolute security of any information you transmit to Adora or guarantee that your information will not be accessed, copied, used, disclosed, altered, or destroyed by a breach of any of our physical, technical, or managerial safeguards. Any personal or non-personal information you provide to Adora is at your sole risk.

### **Can I update or correct my information?**

You have the right to request the restriction of certain uses and disclosures of personal information as follows. You can contact us in writing using the contact information below to (1) update or correct your personal information, (2) change your preferences with respect to communications and other information you receive from Adora, or (3) delete the personal information maintained about you on Adora systems. Note that in some circumstances, Adora may not be able to provide you with access to, or allow you to change, correct, or delete your personal information. In such cases, Adora will inform you of the reasons why, or to the extent

possible, append an alternative text to the record in question, all of which shall be subject to any legal or regulatory restrictions.

### **Links to Other Websites or Applications**

This Privacy Policy applies only to the Site and the Services. During the provision of the Services, you may receive from Adora, and the Site may contain, links to other websites or applications not operated or controlled by Adora, including 'The Journey'. We are not responsible for the content, accuracy or opinions expressed in such websites or applications, and such websites or applications are not investigated, monitored or checked for accuracy or completeness by us. Please remember that when you use a link provided to you by Adora, including 'The Journey', or to go from the Site to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including those that have a link on our Site or are provided to you during the provision of Services, including 'The Journey', is subject to that website or application's own rules and policies. Such third parties may use their own cookies or other methods to collect information about you. We recommend that you review the policies and procedures of such third parties.

### **Cookies**

Adora uses "Cookies" to identify the areas of our Site that you have visited. A Cookie is a small piece of data stored on your computer or mobile device by your web browser. We use Cookies to enhance the performance and functionality of our Site but are non-essential to their use. However, without these cookies, certain functionality like videos may become unavailable or you would be required to enter your login details every time you visit the Site as we would not be able to remember that you had logged in previously. Most web browsers can be set to disable the use of Cookies. However, if you disable Cookies, you may not be able to access functionality on our Site correctly or at all. We never place personal information in Cookies. You may set your browser to block Cookies and similar technologies, but this action may block our essential Cookies and prevent our Site from functioning properly, and you may not be able to fully utilize all of its features and services. Disabling a Cookie or category of Cookie does not delete the Cookie from your browser, you will need to do this yourself from within your browser. Please visit your browser's help menu for more information.

### **Third-Party Content**

We may display, include or make available third-party content (including data, information, applications and other products services) or provide links to third-party websites or services, including 'The Journey' ("Third- Party Content").

You acknowledge and agree that Adora shall not be responsible for any Third-Party Content, including their accuracy, completeness, timeliness, validity, copyright compliance, legality, decency, quality or any other aspect thereof. Adora does not assume and shall have no liability or responsibility whatsoever to you or any other person or entity for any Third-Party Content.

Third-Party Content and links thereto are provided solely as a convenience to you and you access and use them entirely at your own risk and subject to such third parties' terms and conditions.

### **Interpretation of this Privacy Policy**

Any interpretation associated with this Privacy Policy will be made by Adora. This Privacy Policy includes examples but is not intended to be restricted in its application to such examples; therefore, where the word “including” is used, it shall mean “including without limitation”.

This Privacy Policy does not create or confer upon any individual any rights, or impose upon Adora any obligations outside of, or in addition to, any rights or obligations imposed by Canada’s federal and provincial privacy laws, as applicable. Should there be, in a specific case, any inconsistency between this Privacy Policy and Canada’s federal and provincial privacy laws, as applicable, this Privacy Policy shall be interpreted, in respect of that case, to give effect to, and comply with, such privacy laws.

### **Contact Us**

Don't hesitate to contact us if you have any questions.

- Via Email: [hello@adorabirthandwellness.com](mailto:hello@adorabirthandwellness.com)
- Via Phone Number: 403-971-8499
- Via this Link: <https://www.adorabirthandwellness.com/contact>
- Via this Address: 1816 Braeside Place SW, Calgary, AB, T2W 0Z5