

Privacy Policy

Effective Date: September 9, 2025

Last Updated: September 9, 2025

Thrive Academy ("we", "our", or "us") is committed to protecting the privacy of our users. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website, use our online courses, or engage in one-on-one or team coaching services.

This policy applies to all users of our services. If you are under the age of **18**, please ensure that you have the consent of a parent or guardian before using our services.

1. Who We Are

This website is operated by **Thrive Academy**, a Canadian-owned business providing educational content and coaching services for student athletes. Our website address is: www.mythriveacademy.ca.

2. What Information We Collect

We may collect both personal and non-personal information when you interact with our website or services.

Personal Information

This may include:

- Full name
- Date of birth or age
- Email address
- Phone number
- Billing and payment details
- Mailing address (if applicable)
- School or athletic affiliation
- Parent or guardian contact information (for users under 18)

Non-Personal Information

This may include:

- Browser type
 - IP address
 - Device information
 - Pages visited on our site
 - Time and date of visit
 - Referring websites
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3. How We Collect Information

We collect your information through:

- Registration or account creation
 - Enrollment in courses or coaching sessions
 - Newsletter or contact form submissions
 - Cookies and similar tracking technologies
 - Direct communication (e.g., emails, chats, calls)
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4. How We Use Your Information

We use your information to:

- Deliver our online courses and coaching services
 - Process payments and issue receipts
 - Communicate with you about your account or services
 - Provide customer support
 - Improve our services and user experience
 - Send promotional and educational content (with your consent)
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5. Consent

We will obtain your consent to collect, use, or disclose your personal information, except where authorized or required by law. For users **under the age of 18**, we require **verifiable parental or guardian consent** before collecting or using personal information.

6. Disclosure of Your Information

We do **not sell or rent** your personal information. We may share information with third parties only in the following circumstances:

- With your explicit consent
- With service providers who help us operate our website and deliver services (e.g., payment processors, email services)
- If required by law, such as to comply with a subpoena or legal process
- To protect our rights, property, or safety, or that of others

7. Storing and Securing Your Information

We take reasonable administrative, technical, and physical measures to protect your personal information against unauthorized access, loss, theft, or misuse.

Your data may be stored on servers located in **Canada** or **other jurisdictions**. When stored outside Canada, your data may be subject to the laws of those jurisdictions.

8. Accessing and Updating Your Information

You may request access to or correction of your personal information by contacting us at:
natalie@mythriveacademy.ca
403-969-2176

We will respond within a reasonable timeframe and as required by Canadian privacy laws.

9. Use of Cookies

We use cookies and similar technologies to:

- Maintain session information
- Analyze site usage
- Personalize your experience

You can manage your cookie preferences in your browser settings.

10. Marketing Communications

With your consent, we may send you newsletters, updates, or promotional offers. You can **opt out at any time** by clicking the “unsubscribe” link in our emails or contacting us directly.

11. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these sites. Please review their privacy policies before providing any personal information.

12. Children and Youth Privacy (Ages 13–17)

We do **not knowingly collect personal information from individuals under the age of 14** without **verifiable parental consent**. Users aged **13–17** must confirm that they have obtained permission from a parent or guardian before using our services.

Parents or guardians may contact us to review, update, or delete their child's information.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top. We encourage you to review this policy regularly to stay informed.

14. Contact Us

If you have any questions or concerns about this Privacy Policy or how your information is handled, please contact us:

Thrive Academy

natalie@mythriveacademy.ca

114 Arbour Summit Close NW

403-969-2176

15. Governing Law

This policy is governed by the laws of **Canada** and the **province of Alberta**.