

Privacy Policy Statement for Your Path Counselling: Advertising on third party websites and platforms. October 23rd, 2023

At Your Path Counselling, we take your privacy and the protection of your personal information seriously. This Privacy Policy outlines our commitment to safeguarding your personal data when you interact with our advertising on third-party websites and platforms or advertising that includes links to this policy. We are committed to complying with the British Columbia Personal Information Protection Act (PIPA) and other applicable privacy laws.

1. Information We Collect

- **Personal information:** This includes data that can be used to identify you, either directly or indirectly. It includes information such as your name, mailing address, email address, telephone number, Internet protocol (IP) address used for internet connection, username, or any similar identifier that we may use to contact you.
- **Non-personal information:** This category covers data that does not directly reveal your identity or pertain to a specific individual. It includes demographic data, statistical information, and aggregated data. Statistical or aggregated data does not directly identify an individual, but it may be derived from personal information. For example, we may combine personal information to determine the percentage of users accessing a particular page on our website.
- **Data and Analysis:** This includes information such as your login information, browser type and version, time zone settings, browser plug-in types and versions, operating system and platform, as well as details about your internet connection and the equipment used to access our website, along with usage specifics.

2. How We Use Your Information

We use the information collected on third-party platforms for the following purposes:

- **Responding to inquiries:** We use the information collected on third-party platforms to respond to your inquiries and fulfill the purpose for which you provide it in a private setting.
- **Personalization:** We leverage this data to enhance and personalize our content and services for a better user experience.
- **Marketing Optimizations:** We aim to improve our marketing efficiency by using third-party data. This may involve collecting usage specifics, IP addresses, and data collected from cookies, web beacons, and other tracking technologies.
- **Cookies (or browser cookies):** A cookie is a small file stored on your computer's hard drive. You have the option to decline browser cookies by adjusting the appropriate settings in your web browser. However, please note that doing so may restrict access to certain areas of our website. Unless your browser settings are configured to reject cookies, our system will issue them when you navigate to our website.

- **Flash Cookies:** Some features of our website may utilize local stored objects, often referred to as Flash cookies. These collect and store information about your preferences and your navigation to, from, and within our website. Please note that Flash cookies are managed separately from browser cookies and their settings.
- **Web Beacons:** Our web pages and email communications may contain small electronic files known as web beacons, also called clear gifs, pixel tags, and single-pixel gifs. These enable us to track the number of users who have visited specific pages or opened an email, as well as to collect other relevant website statistics. This may include recording the popularity of certain website content and verifying the integrity of our system and servers.

3. Information Sharing

- We do not sell, rent, or share your personal information with third parties. Non – identifiable and aggregated data maybe used to analyze and optimize our marketing performance.

4. Data Security

- We take reasonable measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, it is important to understand that while we strive for security, no method of online data transmission or storage is entirely immune to potential risks.

5. Your Privacy Choices

- You have control over the information you share on, including your privacy settings and the content you post. You can adjust your privacy settings directly on most Social platforms including Facebook. Individuals have the option to stop receiving marketing by emailing us or phoning directly to opt out anytime.

6. Data Retention

- Subject to any permissions or obligations set by applicable laws or regulations, we will retain your personal information solely for the duration required achieving the objectives for which it was collected, which may include meeting legal, accounting, or reporting obligations.

7. Changes to This Privacy Policy

- We may update this Privacy Policy to reflect changes based on applicable laws. Updates will be posted on here, and the revised policy will be effective immediately. By interacting with Your Path Counselling you acknowledge and consent to the practices described in this Privacy Policy.

8. Contact Us

- If you have any questions or concerns about our privacy practices or wish to request access, correction, or deletion of your personal information, please contact us at yourpathinfo@gmail.com.

- We welcome your questions, comments, and requests regarding this privacy policy and our privacy practices.