



Essential Ray Privacy Policy

Effective Date: February 11, 2026

Business Name: Essential Ray (“Essential Ray,” “we,” “us,” “our”)

Website: www.essentialray.com

Contact Email: info@info.essentialray.com

Governing Law: British Columbia, Canada

This Privacy Policy explains how Essential Ray collects, uses, shares, and protects personal information when you visit our website, purchase a product or service, or participate in our offerings (collectively, the “Services”).

1. Information we collect

A. Information you provide

We may collect personal information you provide directly, including:

- Name, email address, phone number
- Billing address and transaction details
- Enrollment information for courses or programs
- Communications you send (support emails, forms, messages)
- Any information you choose to share during intake, reflections, or program participation

B. Information collected automatically

When you use our website or Services, we may collect:

- IP address, browser type, device information
- Pages viewed and actions taken
- Referring/exit pages, timestamps
- Cookie or similar tracking data (where enabled)

C. Payment information

Payments are processed by **Stripe**. We do not typically store full payment card details. Payment processors may collect and store payment information according to their policies.

2. How we use your information

We use personal information to:

- Provide and administer the Services (including course access via Mastermind and live sessions via Zoom)
- Process payments and transactions
- Send transactional messages (receipts, access instructions, program updates)
- Provide customer support and respond to requests
- Improve our offerings and website performance
- Maintain security, prevent fraud, and enforce our agreements
- Comply with legal and accounting requirements

3. Communications and marketing

If you opt in, we may send emails with reflections, updates, and invitations from Essential Ray. You can unsubscribe at any time using the link in an email.

Even if you unsubscribe from marketing emails, we may still send non-marketing communications that are necessary to deliver Services you purchased (for example, access details or schedule changes).

4. Cookies and analytics

We may use cookies or similar technologies for site functionality and analytics. You can control cookies through your browser settings. Some site features may not function properly if cookies are disabled.

5. How we share information

We share personal information only as needed to provide the Services, including with:

- **Mastermind** (course/community delivery and account access)
- **Stripe** (payment processing)
- **Zoom** (live session delivery)

We may also share information:

- If required by law, regulation, subpoena, or legal process
- To protect our rights, safety, and property, or those of others
- In connection with a business transaction (such as a merger, acquisition, or asset sale)

We do not sell your personal information.

6. Community spaces and group participation

If you participate in a community space or group container, information you share there may be visible to other participants depending on platform settings. Please share thoughtfully and use discretion.

7. Data retention

We retain personal information as long as reasonably necessary to:

- Deliver Services and maintain program records
- Meet legal, tax, and accounting requirements
- Resolve disputes and enforce agreements

8. Security

We use reasonable safeguards designed to protect personal information. No system is fully secure, and we cannot guarantee absolute security.

9. Your rights

Depending on your location, you may have rights to request access to, correction of, or deletion of personal information. To request this, contact info@info.essentialray.com. We may need to verify your identity before responding.

10. International visitors

If you access Services from outside Canada, your information may be processed in jurisdictions with different data protection laws, depending on the tools we use. We take reasonable steps to keep protections appropriate to the context.

11. Children's privacy

Our Services are not intended for children under 13. If you believe a child has provided personal information, contact us so we can address it.

12. Changes to this policy

We may update this Privacy Policy from time to time. The Effective Date indicates the latest version. Continued use of the Services after changes means you accept the updated policy.

13. Contact

Questions about this Privacy Policy can be sent to:
info@info.essentialray.com