

# Privacy Policy

**Effective Date:** January 2025

At **Innovative Health Pathways**, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you visit our website, [www.innovativehealthpathways.com](http://www.innovativehealthpathways.com) (the "Website"), and use our services. By accessing or using the Website, you agree to the practices described in this policy.

## **1. Information We Collect**

We collect both **personal information** and **non-personal information** to enhance your experience on our Website and provide our services.

- **Personal Information:** This may include your name, email address, phone number, and other details you provide to us when submitting forms or signing up for services, surveys, or newsletters.
- **Non-Personal Information:** This includes technical information automatically collected when you visit our Website, such as IP address, browser type, device information, and browsing behavior. We use this information for analytical and operational purposes.

## **2. How We Use Your Information**

We use the information we collect for the following purposes:

- To provide you with services, including access to surveys, assessments, and wellness tools.
- To improve our Website and services based on user feedback and usage patterns.
- To communicate with you, respond to inquiries, and send relevant updates or marketing materials (with your consent).
- To ensure the security and functionality of our Website.

## **3. Data Security**

We implement industry-standard security measures to protect your personal data from unauthorized access, alteration, or disclosure. While we strive to protect your personal

information, please be aware that no data transmission or storage method is 100% secure, and we cannot guarantee the absolute security of your data.

#### ***4. Confidentiality and Aggregation***

We understand the importance of confidentiality when it comes to health and wellness data. When you participate in our **Health and Wellness Assessments**, your personal data will be kept confidential. We aggregate data from individual participants into group reports, ensuring that individual identities remain anonymous. This aggregated data is shared with employers to help them develop effective wellness programs, without compromising employee privacy.

#### ***5. Sharing Your Information***

We do not sell, rent, or lease your personal information to third parties. We may share your information in the following circumstances:

- With service providers who help us operate our Website or provide services on our behalf, but only to the extent necessary to perform their duties.
- To comply with legal obligations, enforce our terms of service, or protect our rights or the rights of others.
- If we undergo a business transfer, such as a merger or acquisition, your information may be transferred as part of that process.

#### ***6. Cookies and Tracking Technologies***

Our Website uses cookies and other tracking technologies to improve your experience and gather data about how our Website is used. You can control the use of cookies through your browser settings, but disabling cookies may impact your ability to use certain features of the Website.

#### ***7. Third-Party Links***

Our Website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## **8. Your Rights**

Depending on your location, you may have certain rights regarding the personal information we hold about you. This may include the right to:

- Access, update, or delete your personal data.
- Opt out of receiving marketing communications.
- Object to or restrict certain data processing activities.

To exercise any of these rights, please contact us at [info@innovativehealthpathways.com](mailto:info@innovativehealthpathways.com).

## **9. Children's Privacy**

Our Website is not intended for children under the age of 13. We do not knowingly collect or solicit personal information from children. If we learn that we have collected personal data from a child under the age of 13, we will take steps to delete that information as soon as possible.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, or legal requirements. We will notify you of any significant changes by posting the updated policy on this page and updating the “Effective Date” at the top of the policy.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

### **Innovative Health Pathways**

329 Kirkwood Drive

Sudbury, Ontario

P3E 6J3

Email: [info@innovativehealthpathways.com](mailto:info@innovativehealthpathways.com)

Phone:705-691-0274