

# Privacy Policy

## Emotionologist® | Embracing Emotions | UnBlock Emotional Blocks

**Last Updated:** May 2026

Emotionologist®, Embracing Emotions, UnBlock Emotional Blocks, and Wendy K Laidlaw are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our websites, purchase products or services, register for events, participate in programs, or communicate with us.

### 1. Who We Are

This Privacy Policy applies to Emotionologist®, Embracing Emotions, UnBlock Emotional Blocks, Wendy K Laidlaw, and associated websites, programs, memberships, communities, courses, and events.

### 2. Information We May Collect

We may collect personal information including your name, email address, billing address, payment information, phone number where voluntarily provided, registration details, technical information, communication information, and website usage data.

### 3. How We Use Your Information

We may use your information to deliver programs and services, process payments, provide customer support, send important updates, improve user experience, deliver educational content, respond to enquiries, maintain security, prevent fraud, and send marketing communications where consent has been provided.

### 4. Email Communications

By registering for programs, downloading resources, purchasing products, or joining our mailing list, you may receive emails relating to educational content, updates, announcements, promotions, events, and marketing communications. You may unsubscribe from marketing emails at any time through the unsubscribe link included in emails.

### 5. Cookies & Tracking Technologies

Our websites may use cookies and similar technologies to improve website functionality, analyse website traffic, personalise user experience, and track marketing performance. You may adjust your browser settings to decline cookies if preferred.

## **6. Third Party Platforms & Services**

We may use trusted third party platforms and providers including Stripe, PayPal, ActiveCampaign, ClickFunnels, Skool, Zoom, Google Analytics, Facebook, Instagram, YouTube, webinar platforms, and membership platforms. These providers may process data according to their own privacy policies.

## **7. How We Protect Your Information**

We take reasonable technical and organisational measures to help protect your personal information from unauthorised access, misuse, disclosure, alteration, loss, or destruction.

## **8. Sharing Your Information**

We do not sell personal information. Limited information may be shared with trusted service providers where necessary to process payments, deliver services, provide technical support, or operate our business.

## **9. International Data Transfers**

Your information may be processed or stored outside your country of residence through third party providers and cloud based systems. By using our services, you acknowledge and consent to such transfers where applicable.

## **10. Your Rights**

Depending on your location and applicable law, you may have rights including access to your personal data, correction of inaccurate information, deletion requests, withdrawal of consent, restriction of processing, objection to marketing communications, and requests for copies of stored data.

## **11. Data Retention**

We retain personal information only as long as reasonably necessary to provide services, comply with legal obligations, resolve disputes, and enforce agreements.

## **12. Children's Privacy**

Our programs and services are generally intended for adults. We do not knowingly collect personal information from children without appropriate parental consent.

### **13. Community & Participant Responsibility**

If you participate in group programs, memberships, communities, Zoom calls, or live events, you acknowledge that information voluntarily shared by you may be visible to other participants. Please use discretion when sharing personal or sensitive information.

### **14. Recordings**

Some live sessions, coaching calls, webinars, trainings, or Q&A; sessions may be recorded for educational, replay, or promotional purposes. If you do not wish to appear in recordings, you may keep your camera off, use a different display name, or refrain from speaking during live sessions.

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

We reserve the right to update or modify this Privacy Policy at any time. The latest version will always apply and will be posted on our websites or platforms.

### **16. Contact Us**

For questions regarding this Privacy Policy or your personal data, please contact [Support@WendyKLaidlaw.com](mailto:Support@WendyKLaidlaw.com)

### **17. Acceptance**

By using our websites, purchasing products, registering for programs, joining communities, or participating in services provided by Emotionologist®, Embracing Emotions, or Unblock Emotional Blocks, you acknowledge that you have read, understood, and agreed to this Privacy Policy.