

Privacy Policy — Divorce Ally

Effective date: August 1, 2026 **Last updated:** August 1, 2026

This Privacy Policy explains how **Divorce Ally** ("Divorce Ally," "we," "us," or "our") collects, uses, discloses, and protects personal information through our website, divorceally.ca (the "Site"), our email communications, and our digital products and services. We are based in British Columbia, Canada, and handle personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA), British Columbia's Personal Information Protection Act (PIPA), and Canada's Anti-Spam Legislation (CASL).

By using the Site or providing us with personal information, you consent to the practices described in this policy.

1. Important: what we are — and are not

Divorce Ally provides **general education, information, and coaching support only**. We do not provide legal advice, and nothing you submit through the Site — including form submissions, email replies, survey responses, or comments — creates a lawyer-client relationship, a solicitor-client relationship, or any duty of confidentiality or privilege of the kind that exists between a lawyer and client.

Please do not send us confidential details about your legal matter. Information you share with Divorce Ally is protected as described in this policy, but it is not protected by solicitor-client privilege and could, like any business record, be subject to legal production requirements. For advice about your specific situation, consult a family lawyer in your province or territory.

2. Information we collect

Information you provide directly:

- Name and email address when you subscribe to download a guide, join a waitlist, or sign up for our email list
- Information you choose to include when you reply to our emails, complete a survey, or contact us
- If and when we offer paid products or coaching: billing details, payment information (processed by third-party payment processors — we do not store full payment card numbers), and information you choose to share in coaching intake forms or sessions

Information collected automatically:

- Standard technical data such as IP address, browser type, device type, pages visited, referring pages, and date/time of visits, collected through cookies and similar technologies by our website host and analytics tools

- Email engagement data (whether emails are opened and which links are clicked), collected by our email service provider

3. How we use your information

We use personal information to:

- Deliver the guides, resources, or services you requested
- Send you emails you have consented to receive, including educational content, updates, and information about our products and services
- Respond to your inquiries and messages
- Operate, maintain, secure, and improve the Site and our offerings
- Understand which content is most useful so we can improve it
- Process payments and administer purchases (where applicable)
- Comply with legal obligations

We do not sell, rent, or trade your personal information. Ever.

4. Email consent and unsubscribing (CASL)

We send commercial electronic messages only with your consent, obtained when you sign up through our forms. Every email we send identifies us and includes a working unsubscribe link. You may withdraw your consent at any time by clicking "unsubscribe" in any email or contacting us at mydivorceally@gmail.com; we will process unsubscribe requests promptly and in any event within 10 business days.

5. Who we share information with

We share personal information only with service providers who help us operate, and only to the extent needed for them to perform their services:

- **Email marketing platform** (e.g., MailerLite) — stores our subscriber list and sends our emails
- **Website hosting and site services** (e.g., GoDaddy) — hosts the Site and processes form submissions
- **Payment processors** (e.g., Stripe or similar, where applicable) — process purchases; your payment card details go directly to them and are governed by their privacy policies
- **Analytics providers** — help us understand Site usage in aggregate

These providers may store or process data on servers located outside Canada, including in the United States and the European Union. While your information is outside Canada, it is subject to the laws of those jurisdictions, and courts, law enforcement, and national security authorities there may be able to access it. By providing personal information, you consent to this transfer, storage, and processing outside Canada.

We may also disclose personal information where required or permitted by law — for example, in response to a court order, subpoena, or other lawful demand — or where necessary to protect our legal rights, enforce our terms, or protect the safety of any person. If our business is sold, merged, or reorganized, personal information may be transferred as part of that transaction, subject to this policy or one materially similar.

6. Cookies

The Site uses cookies and similar technologies for basic functionality, form operation, and analytics. You can set your browser to refuse cookies or alert you when cookies are being used; some Site features may not function properly without them.

7. How long we keep information

We retain personal information only as long as needed for the purposes described above or as required by law. Subscriber information is retained while you remain subscribed and for a reasonable period afterward to honour unsubscribe requests. Records relating to purchases are retained as required for tax and accounting purposes. You may request deletion at any time (see Section 9).

8. How we protect information

We use reasonable administrative, technical, and physical safeguards appropriate to the sensitivity of the information, including reputable service providers, access limitations, and password protections. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security. You provide information at your own risk, and you are responsible for keeping any account credentials confidential.

9. Your rights

Subject to limited exceptions under applicable law, you have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Withdraw consent to our use of your information (which may limit our ability to provide services)
- Request deletion of your information

To exercise any of these rights, contact us at mydivorceally@gmail.com. We will respond within the time required by applicable law and may need to verify your identity before acting on a request. If you are not satisfied with our response, you may contact the Office of the Privacy Commissioner of Canada or the Office of the Information and Privacy Commissioner for British Columbia.

10. Children's privacy

The Site and our services are intended for adults. We do not knowingly collect personal information from anyone under 18. If you believe a minor has provided us personal information, contact us and we will delete it.

11. Third-party links

The Site and our emails may contain links to third-party websites and resources. We are not responsible for the privacy practices or content of those third parties; their own policies govern any information you provide to them.

12. Changes to this policy

We may update this policy from time to time. The updated version will be posted on this page with a revised "Last updated" date, and material changes may also be announced by email. Your continued use of the Site after changes are posted constitutes acceptance of the updated policy.

13. Contact us

Questions, requests, or complaints about privacy can be directed to our privacy contact:

Divorce Ally

British Columbia, Canada

mydivorceally@gmail.com
