

THE EDUCATORS WELL

Privacy Policy

1. About this policy

The Educators Well (“we”, “us”, “our”) provides mentoring, wellbeing training, community programs and content for Family Day Care and early childhood educators, built on the WELL Framework (Wellbeing First, Empower Through Learning, Lead With Purpose, Lift Each Other Up). This includes our website, enrolment and enquiry forms, paid programs, The WELL Village community group, and our blog and email communications.

This policy explains what personal information we collect, why we collect it, how we use and store it, and the choices you have. It applies to anyone who visits our website, enquires about or enrolls in a program, joins our community, or subscribes to our communications.

If you enrol in a specific program — such as The WELL Framework Founding Cohort — a separate Privacy Addendum for that program applies alongside this policy, covering any program-specific detail (for example, how participant groupings or check-ins work). Where the two differ on a program-specific matter, the Privacy Addendum takes precedence.

We are committed to handling personal information in line with the Australian Privacy Principles (APPs) under the Privacy Act 1988 (Cth), as a matter of good practice regardless of whether the Act strictly applies to a business of our size.

Business: The Educators Well (sole trader), operated by Rachel Smith — ABN 59 334 787 286.

Website: <https://www.theeducatorswellwithrachel.com/>

2. The information we collect

The personal information we collect depends on how you interact with us, and may include:

- Contact details — name, email address, phone number, and location (e.g. suburb/region).
- Professional details — your role (Director, Room Leader, Educational Leader, Family Day Care educator, etc.), service or business name, and years of experience, where relevant to a program or activity.
- Enrolment information — details you provide when applying for or enrolling in a program, including any screening or matching questions used as part of that program. Program-specific detail is set out in that program's Privacy Addendum, where one applies.
- Payment information — processed securely by our payment provider, Stripe. We do not directly collect or store full card details.
- Communications — messages, enquiries, feedback, and testimonials you send us by email, contact form, or through our community platforms.
- Community and program content — posts, comments, and reflections you choose to share within The WELL Village (Facebook Group) or during live program sessions, and workbook or self-assessment responses you submit as part of a program.
- Technical information — standard website usage data collected automatically via our website platform (Wix), such as browser type, device type, and pages visited (see “Cookies and website analytics” below).

We generally collect information about you as an educator or professional, not about the children in your care. Where a workbook activity invites reflection on your work with children, we do not require you to include identifying information about any child, and we ask that you avoid doing so.

3. How we collect your information

We collect personal information:

- Directly from you — when you fill out an enquiry or enrolment form on our website, email us, message us, join The WELL Village, attend a live program session, or complete workbook or self-assessment activities.
- Automatically — through standard website analytics when you browse our site.
- From third parties — for example, payment confirmation from Stripe, or basic profile information visible to us when you request to join our Facebook Group.

4. How we use your information

We use personal information to:

- Respond to enquiries and process enrolments.
- Deliver the program you've enrolled in, including running live sessions and providing access to lesson content.
- Process payments and manage billing, via Stripe.
- Communicate with you about your enrolment, upcoming sessions, or program updates.
- Send you newsletters, blog updates, or marketing communications, where you have opted in — you can unsubscribe at any time.
- Maintain the safety and quality of The WELL Village community, including screening join requests.
- Improve our programs, website, and content.
- Meet legal, accounting, or regulatory obligations.

We do not sell your personal information, and we do not use it for any purpose beyond what's described in this policy (and, where relevant, a program's Privacy Addendum) without asking you first.

5. Who we share your information with

We share personal information only where necessary to run our business and deliver our programs, including with the following service providers:

- Wix — our website host and, where used, our enrolment/enquiry forms and email communications.
- Stripe — our payment processor, for handling program payments securely.
- Meta (Facebook) — for administering The WELL Village community group, including reviewing join requests against our screening questions.
- Zoom — for hosting live program sessions.
- Google (YouTube) — for hosting private lesson videos accessible only to enrolled participants.

Each of these providers has its own privacy policy governing how it handles data on our behalf. We choose providers that take data protection seriously, but encourage you to review their policies if you'd like more detail.

We may also disclose information if required by law, or to protect the safety of our community members or the public.

6. Overseas disclosure

Some of the service providers listed above (including Stripe, Meta, Zoom, and Google) store or process data on servers located outside Australia, including in the United States. By using our services, you acknowledge that your information may be handled in countries with different privacy laws to Australia. We take reasonable steps to only work with reputable providers who maintain appropriate data protection standards.

7. Cookies and website analytics

Our website, hosted on Wix, uses cookies and similar technologies to help the site function properly and to give us basic analytics about how visitors use the site (such as page views and general location data). You can control or disable cookies through your browser settings, though some parts of our website may not function as intended if you do.

If we add tools such as Google Analytics, Meta Pixel, or similar tracking in the future, we will update this policy accordingly.

8. Marketing and opting out

If you've subscribed to our blog updates or program communications, every email we send includes an unsubscribe link. You can also contact us directly at any time to opt out of marketing communications — this won't affect service-related communications about a program you're actively enrolled in.

9. Data security

We take reasonable steps to protect the personal information we hold from misuse, loss, and unauthorised access, including relying on the security measures built into the platforms we use (Wix, Stripe, Meta, Zoom, and Google). No method of storage or transmission over the internet is completely secure, and we cannot guarantee absolute security, but we are committed to promptly addressing any data security concerns that arise.

10. How long we keep your information

We keep personal information for as long as it's needed for the purposes described in this policy — for example, for the duration of your program enrolment and a reasonable period afterwards for record-keeping, accounting, and to support alumni community and check-in activities, where offered. Where information is no longer needed, we take reasonable steps to delete or de-identify it.

11. Accessing and correcting your information

You can ask us for a copy of the personal information we hold about you, or ask us to correct it if it's inaccurate or out of date, by contacting us using the details below. We'll respond within a reasonable timeframe. In some cases, we may need to verify your identity before providing access.

12. Children's information

Our programs and community are designed for adult early childhood professionals. We do not knowingly collect personal information directly from children, and our enrolment and community platforms are not intended for use by children.

13. Complaints

If you have a concern about how we've handled your personal information, please contact us first using the details below so we can try to resolve it directly. If you're not satisfied with our response, you can lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

14. Changes to this policy

We may update this policy from time to time as our programs and platforms evolve. The “Last updated” date at the top of this page reflects the most recent version. We encourage you to check back periodically.

15. Contact us

If you have any questions about this policy or how we handle your personal information, please contact us:

- Email: theeducatorswellwithrachel@gmail.com
- Phone: 0459 492 799
- Business: The Educators Well (sole trader)