

## EonYoga Privacy Policy

Last updated: April 17, 2026

40 Laurel Valley, Silver Lakes Golf Estate, Pretoria, Gauteng, 0081

### 1. Who We Are

This Privacy Policy explains how Eon Swiegers trading as EonYoga ("EonYoga", "we", "us", or "our") collects, uses, stores, shares, and protects personal information when you use:

- <https://www.eonyoga.com>
- our online yoga library
- our yoga teacher training programs
- our continuing education courses
- our workshops, retreats, live sessions, webinars, and events
- our mailing list, contact forms, and customer support channels

For purposes of applicable privacy and data protection law, EonYoga is the responsible party or controller of your personal information.

Business details:

- Business name: Eon Swiegers t/a EonYoga
- Website: <https://www.eonyoga.com>
- Email: [hello@eonyoga.com](mailto:hello@eonyoga.com)
- USA number: +1 512 803 9054
- South Africa number: +27 82 440 0285
- Physical address for notices: 40 Laurel Valley, Silver Lakes Golf Estate, Pretoria, Gauteng, 0081

### 2. Scope

This Privacy Policy applies when you:

- browse our website
- create an account or log in
- start a free trial
- buy a membership, course, training, workshop, or other service
- apply for a training program
- contact us by form, email, phone, text, or WhatsApp
- subscribe to marketing or updates
- attend an online or in-person class, program, or event

This Policy does not apply to third-party websites, payment gateways, apps, or services that we do not control, even if we link to them.

### 3. The Personal Information We Collect

Depending on how you interact with us, we may collect the following categories of personal information.

### 3.1 Identity and contact information

- first name and last name
- email address
- phone number
- city, country, and time zone
- billing address
- any details you include in forms, emails, or messages

### 3.2 Account and enrollment information

- account login details
- membership or course status
- order history
- free trial status
- application details for teacher training, workshops, or events

### 3.3 Payment and transaction information

- purchase details
- subscription details
- payment status
- limited payment-related information received from payment providers

We do not intentionally store full payment card numbers or card security codes on our own systems.

### 3.4 Program participation information

- attendance records
- course progress
- quiz, assessment, or certification records
- webinar or live session participation
- communications relating to applications, mentoring, and support

### 3.5 Health or wellness information you choose to share

Yoga and training participation sometimes involves information about injuries, pregnancy, mobility restrictions, pain, health history, or other physical or wellness-related issues. We only process that type of information when you voluntarily provide it, when it is reasonably necessary to support safe participation, and where permitted by law or with your consent.

### 3.6 Marketing and communication information

- newsletter preferences
- email open, click, and engagement data
- survey responses
- testimonials, reviews, and feedback

### 3.7 Technical and usage information

- IP address
- browser type and version
- device type
- operating system
- referring pages
- pages visited
- date and time of visits
- basic analytics and cookie data

### 3.8 Media and content you provide

- photos, videos, comments, or testimonials you voluntarily send us
- recordings of live sessions where recording is part of the program or event

## 4. How We Collect Information

We collect information:

- directly from you when you submit forms, make a purchase, join a trial, apply, enroll, or contact us
- automatically through cookies, analytics, and standard website technologies
- from service providers that support payments, hosting, email delivery, scheduling, or analytics
- from third parties such as accreditation or learning platforms where needed to deliver a program

## 5. Why We Process Your Information

We may process your personal information to:

- operate, maintain, and improve our website and services
- create and manage your account
- process purchases, payments, subscriptions, and renewals
- provide access to classes, memberships, trainings, and digital products
- communicate with you about purchases, scheduling, updates, support, and service notices
- assess applications and enrollments
- track progress, attendance, course completion, and certification requirements
- provide mentoring, customer care, and technical support
- send newsletters, offers, and updates where permitted by law
- personalise your experience and understand what content or offers are most useful
- monitor performance, analytics, abuse, fraud, and security issues
- comply with legal, tax, accounting, regulatory, and record-keeping obligations
- establish, exercise, or defend legal rights and claims

We only process personal information where we have a lawful reason to do so, including:

- your consent
- the performance of a contract with you

- steps taken at your request before entering a contract
- compliance with legal obligations
- our legitimate business interests, provided your rights do not override those interests
- another lawful basis permitted by applicable law

If we process health-related or other special personal information, we do so only where you have made that information available to us, where you have consented, where it is reasonably necessary for participation and support, or where the law otherwise allows it.

## 6. Cookies and Similar Technologies

We may use cookies and similar technologies for:

- essential site functionality
- security and fraud prevention
- remembering preferences
- analytics and performance measurement
- improving user experience
- marketing and remarketing, where used and permitted

You can usually manage cookies through your browser settings. Some site features may not function correctly if certain cookies are disabled.

## 7. Direct Marketing

We may send you updates about classes, trainings, workshops, memberships, promotions, and related offerings.

Where required by law, we will do this only with your consent. Where the law allows marketing to existing customers about our own similar services, we will always provide a clear and free way to opt out.

Every marketing communication should include:

- our identity
- contact details
- a way to unsubscribe or object to further marketing

You can opt out at any time by:

- clicking the unsubscribe link in an email
- replying to ask us to stop
- emailing [hello@eonyoga.com](mailto:hello@eonyoga.com)

Opting out of marketing does not stop service-related messages about your purchases, account, schedules, or legal notices.

## 8. Who We Share Information With

We do not sell your personal information.

We may share personal information with:

- payment processors
- website, hosting, ecommerce, and learning-platform providers
- email, messaging, scheduling, and customer-support providers
- video, webinar, file-storage, and course-delivery providers
- analytics, security, and technical service providers
- professional advisers such as lawyers, auditors, insurers, or accountants
- accreditation or certification bodies, including Yoga Alliance, where relevant to your training or certification
- regulators, courts, law enforcement, or government authorities where required or appropriate
- a purchaser, successor, or restructuring party in connection with a sale, transfer, merger, or reorganisation of our business or assets

We share only what is reasonably necessary for the relevant purpose.

#### 9. International Transfers

EonYoga operates from South Africa and serves customers in multiple countries, including South Africa, the United States, and other regions. As a result, personal information may be processed or stored in countries outside your own country.

Where we transfer personal information across borders, we take reasonable steps to ensure that appropriate protections are in place as required by applicable law, including where transfers are necessary:

- to perform a contract with you
- to provide services you requested
- because you consented
- because the recipient is subject to adequate legal or contractual protections

#### 10. Retention

We keep personal information only for as long as reasonably necessary for the purposes described in this Policy, including to:

- provide services and maintain accounts
- verify purchases and course completion
- manage renewals, cancellations, complaints, and disputes
- comply with tax, accounting, legal, and regulatory obligations
- maintain appropriate business and audit records

Different categories of information may be kept for different periods depending on the purpose and legal requirements.

## 11. Security

We take reasonable technical and organisational measures to protect the integrity, confidentiality, and availability of personal information, including measures designed to reduce the risk of loss, misuse, unauthorised access, disclosure, alteration, or destruction.

No website, transmission method, or storage system is completely secure, and we cannot guarantee absolute security.

## 12. Data Breach Response

If we have reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, we will take steps required by applicable law. This may include notifying affected individuals and the South African Information Regulator, or other relevant authorities, as soon as reasonably possible where required.

## 13. Your Rights

Depending on where you are located and subject to applicable law, you may have the right to:

- know whether we hold personal information about you
- request access to your personal information
- request correction of inaccurate or incomplete information
- request deletion or destruction of information where appropriate
- object to certain processing
- object to direct marketing at any time
- request restriction of processing where applicable
- request portability of certain information where applicable
- withdraw consent where processing is based on consent
- lodge a complaint with a regulator

To exercise your rights, contact [hello@eonyoga.com](mailto:hello@eonyoga.com). We may ask for reasonable proof of identity before acting on a request.

If you are not satisfied with our response, you may lodge a complaint with the South African Information Regulator:

- Website: <https://inforegulator.org.za>
- Email: [enquiries@inforegulator.org.za](mailto:enquiries@inforegulator.org.za)
- Phone: 010 023 5200

If you are located outside South Africa, you may also have the right to complain to your local privacy or data protection authority.

## 14. Children

Our website and most of our services are generally intended for adults. We do not knowingly collect personal information from children without appropriate consent where that is required by law.

If you believe a child has provided personal information to us without proper permission, contact us and we will take reasonable steps to investigate and, where appropriate, delete the information.

#### 15. Third-Party Links and Services

Our website may contain links to third-party websites, apps, booking pages, payment pages, or social media platforms. We are not responsible for their privacy practices, content, or security. You should review their own privacy notices before sharing information with them.

#### 16. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be posted on our website with the revised "Last updated" date. If changes are material, we may also provide additional notice where appropriate.

#### 17. Contact Us

If you have questions, requests, or concerns about this Privacy Policy or the way EonYoga handles personal information, contact:

Eon Swiegers t/a EonYoga

- Email: [hello@eonyoga.com](mailto:hello@eonyoga.com)
- Website: <https://www.eonyoga.com>
- USA number: +1 512 803 9054
- WhatsApp: +27 82 440 0285
- Address for legal notices: 40 Laurel Valley, Silver Lakes Golf Estate, Pretoria, Gauteng, 0081