

Privacy Policy

The Handmade Academy • The Velvet Peacock Workshop

Operator	Amael Loic Bogne, operating as The Handmade Academy
Course	The Velvet Peacock Workshop
Website	https://thehandmadeacademy.com/velvet-peacock-workshop
Effective date	September 10, 2026
Version	1.0

Plain-language overview

This Policy explains what personal information we collect, why we use it, the service providers involved, and the choices and rights available to you. It applies to the website, checkout, course access, emails, support requests, and related interactions.

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1. Who we are and how to contact us

The Handmade Academy is an online educational business operated by Amael Loic Bogne, an individual based in Quebec, Canada. The Velvet Peacock Workshop is the first course offered through The Handmade Academy. In this Policy, "The Handmade Academy," "we," "us," and "our" refer to Amael Loic Bogne

operating as The Handmade Academy. "You" refers to a visitor, prospective customer, purchaser, student, or other person who interacts with us.

Business	The Handmade Academy
Operator	Amael Loic Bogne
Address	6-3881 Av Linton, Montreal, Quebec, Canada
Email	kyme@thehandmadeacademy.com
Website	https://thehandmadeacademy.com/velvet-peacock-workshop

2. Scope of this Policy

This Privacy Policy applies when you:

- visit <https://thehandmadeacademy.com/velvet-peacock-workshop> or another page that links to this Policy;
- purchase, access, or use The Velvet Peacock Workshop;
- create or use a student account;
- subscribe to or receive emails from us;
- contact us for support, privacy requests, refunds, or general questions;
- submit photographs, artwork, feedback, reviews, testimonials, or other course-related materials; or
- otherwise interact with our online services.

This Policy does not govern websites, applications, payment services, retailers, or other services operated independently by third parties. Their own privacy notices apply to their activities.

3. Our privacy officer

Amael Loic Bogne is the person responsible for the protection of personal information for The Handmade Academy. Privacy questions, access or correction requests, consent withdrawals, and complaints may be sent to kyme@thehandmadeacademy.com or mailed to 6-3881 Av Linton, Montreal, Quebec, Canada.

4. Personal information we collect

The information collected depends on how you interact with us. We seek to limit collection to information reasonably necessary for identified purposes.

4.1 Identity and contact information

• Name
• Email
• Phone
• Address
• Payment information

name; email address; billing or mailing address; country, province, state, or region; preferred language; and account username or profile information, where applicable.

4.2 Purchase and transaction information

■ course or product purchased; ■ purchase date, price, discount, taxes, and currency; ■ transaction, invoice, or order identifier; ■ payment status and limited payment-related information supplied by the payment processor; ■ refund, cancellation, dispute, and chargeback information; and ■ records needed for accounting, tax, fraud prevention, and consumer-protection purposes. Payments are handled by the third-party payment processor identified during checkout. We do not intentionally receive or store your complete payment-card number or security code.

4.3 Account and course information

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account login and authentication information; course entitlement and access status; lessons, pages, or resources accessed; course progress and activity information; downloads, quiz responses, assignment information, or community activity, if those features are offered; and technical or support information needed to maintain your account and provide the course.

4.4 Communications and support

We may retain the contents of emails, forms, refund requests, complaints, survey responses, and other communications, together with related contact and account information.

4.5 Photographs, artwork, and voluntary submissions

You may choose to submit reference photographs, images of your finished pieces, assignment files, questions, feedback, reviews, testimonials, or other materials. These materials may contain personal information, including identifiable people, animals associated with an identifiable owner, locations, or information visible in the background. Please submit only materials you have the right to share and remove unnecessary personal or sensitive information before uploading or sending them. We do not use your name, photograph, artwork, review, or testimonial in public advertising without your permission, unless you deliberately post it to a feature that is clearly identified as public.

4.6 Technical and usage information

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Internet Protocol address and approximate region; browser, device type, operating system, and language settings; dates and times of access; pages viewed, links selected, scrolling, clicks, and other interactions; referring pages and campaign information; cookie or similar identifiers, where permitted; and security, error, performance, and diagnostic logs.

4.7 Marketing preferences

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whether and when you consented to promotional communications; the source and method of consent; email delivery and engagement information, where enabled; communication preferences; and unsubscribe or suppression records.

5. How we collect information

We collect information:

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directly from you through forms, checkout, account registration, email, and course features;



automatically through the website, server logs, cookies, and similar technologies; from the payment processor after a transaction; from Vercel, Resend, Microsoft Clarity, and other providers acting on our behalf; from a person who purchases access for you or communicates with us on your behalf; and from publicly available sources where permitted by law.

6. Why we use information

We may use personal information to:

-  provide purchase information and process orders, payments, taxes, refunds, cancellations, and disputes;
-  create and administer student accounts and course access;
-  deliver lessons, downloads, receipts, access instructions, service notices, and course updates;
-  provide support and respond to questions, complaints, legal requests, and privacy requests;
-  maintain course progress, access continuity, and account security;
-  detect and prevent fraud, unauthorized account sharing, abuse, malware, and security incidents;
-  operate, maintain, troubleshoot, secure, and improve the website and course experience;
-  understand aggregate use of the website and course;
-  maintain transaction, accounting, tax, and legal records;
-  enforce our Terms and Conditions and protect legal rights;
-  comply with legal and regulatory obligations;
-  send promotional communications where permitted and subject to your choices; and
-  carry out another purpose disclosed when the information is collected, with any consent required by law.

If information is required to complete a purchase, establish an account, or provide course access, refusing to provide it may prevent us from supplying the requested service. Optional information will be identified by the context or the form.

7. Consent and your choices

Where consent is required, we seek consent that is clear, informed, specific, and appropriate to the sensitivity of the information and the intended use. Consent for promotional emails and non-essential analytics is separate from consent needed to process a purchase or provide the course. You may withdraw consent to an optional use by unsubscribing from promotional emails or contacting kyme@thehandmadeacademy.com. A withdrawal does not affect processing already lawfully completed and may prevent us from providing a feature that depends on the information. We do not make the supply of the course conditional on consent to unrelated marketing or non-essential analytics.

8. Service providers and disclosures

We do not sell or rent personal information. We may disclose information to service providers only as reasonably necessary for them to perform services for us, subject to appropriate contractual, security, and legal safeguards. Provider or category

Provider or category	Purpose	Information involved
The Handmade Academy systems	Course hosting, student access, and administration	Account, course, progress, and support information
Vercel	Website hosting, delivery, security, and technical logs	Device, network, request, security, and website usage information
Resend	Transactional and promotional email delivery	Name, email address, message, delivery, and engagement information
Microsoft Clarity	Analytics, heatmaps, session replay, and website improvement	Device, browser, page interaction, cookie, and usage information, subject to consent choices
Meta Platforms	Advertising measurement, conversion tracking, and audience building for ads	Device, browser, page interaction, cookie or advertising identifier, and the value and currency of a purchase
Payment processor identified at checkout	Payment processing, fraud prevention, refunds, and transaction administration	Contact, billing, transaction, and payment information
Professional advisers and authorities	Accounting, legal advice, insurance, compliance, or legally required disclosure	Information reasonably necessary for the relevant purpose

Purpose

Information involved

The Handmade Academy systems

Course hosting, student access, and administration

Account, course, progress, and support information

Vercel

Website hosting, delivery, security, and technical logs

Device, network, request, security, and website usage information

Provider or category

Purpose

Information involved

Resend

Transactional and promotional email delivery

Name, email address, message, delivery, and engagement information

Microsoft Clarity

Analytics, heatmaps, session replay, and website improvement

Device, browser, page interaction, cookie, and usage information, subject to consent choices

Payment processor identified at checkout

Payment processing, fraud prevention, refunds, and transaction administration

Contact, billing, transaction, and payment information

Professional advisers and authorities

Accounting, legal advice, insurance, compliance, or legally required disclosure

Information reasonably necessary for the relevant purpose

We may also disclose information with your consent; to investigate fraud or security incidents; to establish, exercise, or defend legal claims; to protect a person's rights, safety, or property; as part of a proposed business transfer subject to appropriate safeguards; or where required or authorized by law.

9. Cookies, analytics, and advertising

9.1 Essential technologies

The website may use strictly necessary cookies or similar storage to maintain secure sessions, authenticate accounts, remember transaction or privacy choices, prevent fraud, balance website traffic, and provide requested functionality. Blocking essential technologies may prevent parts of the website or course from working.

9.2 Microsoft Clarity analytics

We use Microsoft Clarity to understand how visitors use the website. It generates heatmaps and session replays and collects information about page views, clicks, scrolling, navigation, browser and device characteristics, approximate location, and similar interaction data. We configure the website and Clarity to avoid intentionally capturing payment-card fields, passwords, and sensitive form contents. You should nevertheless avoid entering sensitive information into free-text fields unless it is necessary for the request.

9.3 Meta Pixel

We use the Meta Pixel on course pages so that advertising we run on Meta platforms can be measured, and, where permitted, so that audiences can be built for that advertising. The pixel loads in your browser and may set cookies or similar identifiers, including a browser identifier that Meta can associate with a Meta account.

The pixel reports standard events to Meta: a page view when you open a page, the start of checkout when the payment page loads, and a completed purchase, including the amount and currency of the order. We do not send your name, email address, or payment-card details to Meta through the pixel.

Meta acts as an independent controller for the information it receives through the pixel and processes it under its own terms and policies. You can review and adjust how Meta uses information about you for advertising in your Meta account settings.

9.4 Analytics and advertising choices

We do not use a third-party cookie-consent platform, and the website does not currently present an analytics preference control. Microsoft Clarity and the Meta Pixel are initialized when you open a page on which they are enabled, and any cookies or identifiers they use are set at that point rather than after a separate choice. You may prevent or remove these technologies using your browser's controls, for example by blocking or clearing cookies and site data or by browsing in a private window. Declining them does not affect your access to checkout or to the course. You may also ask us to stop processing your information for analytics, or to delete information we hold about you, by contacting kyme@thehandmadeacademy.com. Section 15 explains those rights.

Important transparency notice

Microsoft Clarity and the Meta Pixel are enabled on this website without a prior consent step, and the cookies and cross-session identifiers they use are set when a page loads. The Handmade Academy does not use analytics data to make decisions that produce legal or similarly significant effects about individuals.

10. Email communications

We use Resend to deliver purchase confirmations, receipts, course-access messages, password or security notices, support responses, and other communications needed to provide the service. We send promotional emails only where permitted by applicable law. Marketing consent is not required to purchase the course. Promotional messages identify the sender and include an unsubscribe mechanism. You may

unsubscribe at any time using the link in the message or by contacting us. We may retain a minimal suppression record so that your request continues to be respected. Unsubscribing from marketing does not prevent necessary transactional or service communications relating to a purchase, account, refund, security matter, or support request.

11. Processing outside Quebec

Vercel, Resend, Microsoft, the payment processor, and other providers may process or store information outside Quebec or outside Canada, including in the United States and other locations in which they or their subcontractors operate. Information processed in another jurisdiction may be subject to that jurisdiction's laws and may be accessible to courts, law-enforcement, national-security, or regulatory authorities in accordance with applicable law. Before communicating personal information outside Quebec where the law requires it, we assess relevant privacy factors and implement contractual or other safeguards intended to provide adequate protection. You may contact us for additional information about the categories of providers involved.

12. Retention and destruction

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy and to meet legal, accounting, tax, consumer-protection, fraud-prevention, security, and dispute-resolution obligations. □

Account and course information may be retained while lifetime course access remains active and for a reasonable period afterward for account closure, security, and dispute purposes. █ Transaction and tax records are retained for the period required by applicable law. █ Support and complaint records are retained for a reasonable period after the matter is resolved. █ Marketing information is retained until consent is withdrawn or the information is no longer required, subject to a limited unsubscribe record. █ Technical, security, and analytics information is retained according to business need and the applicable provider configuration, then deleted, aggregated, or de-identified where appropriate. When information is no longer required, we securely destroy it or anonymize it in accordance with applicable requirements and recognized practices.

13. Security safeguards

We use safeguards that are reasonable in light of the sensitivity, purpose, amount, distribution, and format of the

information. Safeguards may include:

- █ access controls and strong administrator authentication;
- █ encryption in transit where supported;
- █ reputable hosting, email, payment, and analytics providers;
- █ software updates, logging, backups, and monitoring;
- █ restricted access based on operational need;

-  service-provider and contractual reviews; and
-  procedures for privacy requests, retention, deletion, and confidentiality incidents.

No Internet transmission or storage system is completely secure. We cannot guarantee that unauthorized access, loss, misuse, or disclosure will never occur.

14. Confidentiality incidents

If we become aware of unauthorized access, use, disclosure, loss, or another confidentiality incident involving personal information, we will take reasonable steps to contain and investigate it, reduce the risk of harm, prevent recurrence, maintain required records, and notify affected individuals and the appropriate authority where required by law.

15. Your privacy rights

Subject to applicable legal conditions and exceptions, you may have the right to:

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ask whether we hold personal information about you; access the personal information we hold about you; request correction of inaccurate, incomplete, or ambiguous information; withdraw consent to an optional use or disclosure; ask for information about how your personal information has been used or disclosed; request deletion where applicable; request that unlawful dissemination cease or that eligible links be de-indexed or re-indexed; receive eligible computerized information collected from you in a structured, commonly used technological format and, where applicable, have it transmitted to an authorized person or organization; and  submit a complaint about our privacy practices. To exercise a right, email kyme@thehandmadeacademy.com. We may ask for information reasonably necessary to verify your identity and authority. We will respond within the period required by applicable law. If a request is refused, we will provide the reasons and available recourse where required.

16. Children and minors

The website and course are not directed to children under 14, and we do not knowingly collect personal information directly from a child under 14 without the consent of a parent or legal guardian, except where otherwise permitted by law. A minor should purchase or use the course only with the authorization and appropriate supervision of a parent or legal guardian. Scissors, wire cutters, pins, and small beads must not be given to a child without responsible adult supervision and appropriate safety measures. If you believe a child has provided personal information without appropriate authorization, contact kyme@thehandmadeacademy.com.

17. Third-party links

The website or course may link to third-party retailers, social-media services, videos, tools, or other sites. Those third parties determine their own privacy practices. Review their notices before providing personal information. We are not responsible for independent third-party privacy practices.

18. Changes to this Policy

We may update this Policy to reflect changes to our services, providers, technology, or legal obligations. The updated version will be posted with a revised effective or “last updated” date. Where required, material changes will also be brought to the attention of affected individuals through an appropriate notice or renewed consent process.

19. Contact and complaints

Questions, privacy requests, or complaints may be directed to:

Please provide enough information for us to understand and investigate the issue. You may also have the right to contact the Commission d'accès à l'information du Québec or another competent privacy regulator.

This Policy is intended to describe actual practices. The website configuration, checkout, analytics consent controls, email practices, and vendor settings should remain consistent with this document.