

Privacy Policy

Last updated: September 22, 2026

SolePath Institute respects your privacy. This Privacy Policy explains what personal information we collect through the SolePath Institute website and related SolePath services, why we collect it, how we use it, and the choices available to you.

This policy is written to reflect how SolePath currently operates. Different parts of the SolePath experience use different systems: the SolePath Institute website provides information and receives requests; some purchases are made through Inner Wisdom Hub; SolePath Discovery and SolePath Companion are provided through the Academy of Inner Wisdom learning platform; and SolePath Institute maintains SolePath records needed to provide and administer its services.

1. Information We Collect

The information we collect depends on the service you use. It may include:

- your name and email address;
- your date of birth;
- contact information and messages you submit through website forms;
- information needed to identify or locate your SolePath record;
- your SolePath braid and related SolePath information;
- a recent headshot and identifying information when you request SolePath Measuring;
- information needed to provide access to SolePath Discovery, SolePath Companion, courses or other services;
- purchase and transaction information needed to administer an order (payment-card details are handled by the payment processor, not stored by SolePath Institute); and
- information you choose to provide while using SolePath Companion or the Academy of Inner Wisdom learning platform.

We aim to collect only information that is reasonably needed to provide, administer or support the service you request.

2. SolePath Discovery

SolePath Discovery is a self-guided process that helps identify the SolePath expressed through your character - the person you have become through lived experience, relationships, learning and choices.

When you complete Discovery, information you provide through its questionnaires and activities is used to deliver the experience, determine and communicate your character braid, maintain the related SolePath record, and provide associated services such as SolePath Companion.

3. SolePath Measuring

SolePath Measuring is a different process. It uses energetic measuring to identify your temperament braid - your inborn pattern of responding, present from the beginning.

To request Measuring, you provide identifying information and a recent headshot. A trained SolePath analyst uses that information and photograph to complete the Measuring process. The resulting temperament braid is communicated to you and may be retained as part of your SolePath record.

Please do not send a headshot or other sensitive information intended for Measuring through the general Contact form. Use the dedicated SolePath Measuring process.

4. The SolePath Library of Record

SolePath Institute maintains a Library of Record so that SolePath results can be accurately identified and maintained over time. A Library of Record entry may include identifying information needed to distinguish the person, the SolePath result, a Library of Record number, and information reasonably necessary to preserve the integrity of that record.

The SolePath result and the minimum information reasonably necessary to identify and preserve the integrity of the Library of Record entry may be retained on an enduring basis. Other information associated with a service is not automatically treated as part of the permanent Library of Record and is retained only as reasonably necessary for the purpose for which it was collected, administration, legal obligations, or legitimate record-keeping needs.

5. SolePath Companion

SolePath Companion is an AI-assisted educational and self-reflection tool. It uses the individual SolePath braid assigned to the Companion account, together with approved SolePath source material, to help the user consider everyday choices, relationships, reactions and situations through the lens of that braid.

Information you enter into Companion is processed in order to generate a response and operate the service. Because Companion uses AI technology, information may also be processed by technology providers used to deliver the AI functionality. We recommend that you do not enter highly sensitive personal information that is unnecessary for your question, or unnecessary confidential information about another person.

SolePath Institute will describe Companion data handling in accordance with the technology and provider arrangements actually in use. We do not make broader promises about AI-provider retention or model training unless those arrangements have been verified for the service being used.



6. Children

SolePath Discovery is not the method used to identify the SolePath of a child because its reflective questions rely on lived experience.

Where SolePath Measuring is requested for a child, a parent or legal guardian must provide the required consent, identifying information and recent headshot. Information is collected and used only as reasonably necessary to complete and administer the Measuring service and maintain the resulting SolePath record.

7. Website Forms and Email

The SolePath Institute website uses forms for general enquiries and for specific requests such as SolePath Measuring and SolePath Companion. Information submitted through a form is used to respond to the request and administer the relevant service.

Website and form communications may pass through the hosting, form and email systems used to operate the website.

8. Purchases and Learning Platforms

Some SolePath products and services are purchased through Inner Wisdom Hub. Payments may be processed by Stripe or another payment provider shown at checkout. SolePath Institute does not need to receive or store your complete payment-card number when the payment processor handles the transaction.

SolePath Discovery, SolePath Companion and other learning experiences may be delivered through the Academy of Inner Wisdom, which uses Moodle as its learning management system. The platform records information needed to operate an account and deliver the relevant service, such as enrolment, course activity, submissions or results where applicable, and technical or administrative records associated with use of the platform.

9. How We Use Personal Information

We may use personal information to:

- provide the SolePath service you request;
- communicate with you;
- identify, create and maintain SolePath records;
- provide access to Discovery, Companion, courses or related services;
- administer purchases and access;
- operate, secure and maintain our websites and learning systems;
- respond to support or administrative requests; and
- meet applicable legal, accounting or regulatory requirements.

SolePath Institute does not sell or rent your personal information.

10. Service Providers and Processing Outside Canada

We use service providers to operate parts of our websites, forms, email, payments, hosting, learning platform and AI-assisted services. A provider may process information on our behalf where that is necessary to provide its service.

Some external providers may process or store information outside Canada. When that occurs, the information may be subject to the laws of the jurisdiction in which it is processed. The Academy of Inner Wisdom uses its own Moodle installation; Moodle is the learning-management software and should not be understood as the payment processor or as a statement about where the Academy server is physically hosted.

11. Retention

We retain personal information for as long as reasonably necessary for the purpose for which it was collected and for appropriate administrative, legal and record-integrity purposes.

As described above, a SolePath Library of Record entry may be maintained on an enduring basis so that the SolePath result can continue to be accurately identified over time. General enquiries, routine communications and other information that is not required for that record are not necessarily retained for the same period.

12. Security

We take reasonable administrative and technical measures to protect personal information. No website, email service, AI system or electronic storage system can be guaranteed to be completely secure.

13. Your Choices and Privacy Requests

You may contact SolePath Institute to ask about the personal information we hold about you, request correction of inaccurate information, withdraw consent where applicable, or ask about deletion or retention of information.

Some information may need to be retained where reasonably necessary for legal obligations, legitimate administration, or the integrity and continuity of a SolePath Library of Record entry. We will consider requests in accordance with applicable privacy law and the circumstances of the record.

14. Cookies and Website Technology

Our websites may use cookies or similar technologies required for operation, security, preferences or functionality. Your browser provides controls for cookies, although disabling some cookies may affect how parts of a website function.

15. Changes to This Policy

We may update this Privacy Policy when our services, technology or legal requirements change. The current version will be posted on the SolePath Institute website with its most recent revision date.

16. Contact

For privacy questions or requests, please contact SolePath Institute through the Contact page on the SolePath Institute website.

Practical note

This policy is intended to accurately describe SolePath Institute's current practices. It is not a substitute for legal advice. If SolePath Institute requires formal confirmation of compliance with a particular privacy statute or jurisdiction, the final policy should be reviewed by qualified Canadian privacy counsel.