

VectorFoundry Privacy Policy

Applies to the VectorFoundry website and related inquiry communications.

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1) Who we are

This Privacy Policy explains how VectorFoundry ("we", "us", "our") collects, uses, stores, and discloses information when you visit our website and submit forms.

We operate from Canada. This policy is intended to align with applicable Canadian privacy principles (including PIPEDA and, where applicable, provincial privacy laws). This document is informational and does not constitute legal advice.

2) What this site is (and is not)

This site is a controlled funnel designed to deliver a private overview after you submit a request to check availability. It is not a public knowledge base, and it is not designed to collect excessive personal information.

- We do not require you to create an account on this website.
- We do not intentionally collect sensitive personal information (e.g., government IDs, health information, financial account numbers).
- We do not need your marketing spend or budgets to send the private overview.

3) Information we collect

We collect the information you choose to provide through our forms. The typical fields include:

- First name
- Email address
- Company name
- City
- Business type (free-text description)
- Website URL

We may also collect limited technical data automatically when you visit the site, such as IP address, device/browser information, approximate location (city/region), pages viewed, and timestamps. This data is commonly logged by website platforms and analytics tools to help operate and secure the site.

4) How we use your information

We use your information to operate the funnel and communicate with you. Specifically, we may use it to:

- Send you the private overview link after you submit a request (and related follow-up messages).
- Review availability in your city/area and business category.

- Decide whether to invite you to book a short call.
- Respond to questions you send us.
- Maintain internal records of inquiries (including leads who do not move forward) so we can follow up later with relevant updates.
- Protect the site from abuse, fraud, or security issues.

We do not sell your personal information.

5) Legal bases / consent

By submitting a form, you consent to our collection and use of your information for the purposes described above. You can withdraw consent at any time by contacting us (see Contact section). Withdrawing consent may limit our ability to provide the private overview or follow up.

6) Email communications

When you submit a request, we send the private overview link to the email address you provide. We may also send limited follow-up messages related to your request (for example: availability confirmation, next-step invitation, or clarifying questions).

If we send ongoing marketing emails, we will provide an unsubscribe method consistent with Canadian anti-spam requirements. If you do not want follow-up, reply to any email or contact us and we will stop.

7) Cookies, analytics, and platform services

Our site is built and hosted on Wix. Wix and integrated services may use cookies and similar technologies to enable core site functionality, security, performance, and (optionally) analytics.

Depending on how the site is configured, we may use analytics tools that help us understand aggregate traffic and usage (e.g., which sections are viewed most). These tools are intended to measure site performance and improve the funnel experience, not to build detailed profiles of visitors.

You can control cookies through your browser settings. Some site features may not function properly if cookies are disabled.

8) Sharing and disclosure

We share information only as needed to operate the website and communications workflow, including with service providers ("processors") that help us deliver email, store form submissions, or automate follow-ups.

- Website hosting and forms: Wix
- Email delivery or automation: could include Wix Email Marketing or other providers you choose to integrate later

- Scheduling: Calendly (only if you choose to book after receiving the private overview)

These providers may process data in Canada, the United States, or other jurisdictions. We do not control how third parties process data beyond contractual and configuration limits. We do not disclose your information to third parties for their own marketing.

9) Data retention

We retain information as long as needed to operate this funnel and maintain lead history. Typical retention depends on business needs and legal requirements. As a general guideline:

- Inquiry/lead records may be retained for a reasonable period to support follow-up and auditability.
- If you ask us to delete your information, we will do so unless we must keep it for legal or legitimate business reasons (e.g., security logs, dispute records).

10) Security

We take reasonable administrative, technical, and physical measures to protect information from loss, misuse, and unauthorized access. No method of transmission or storage is 100% secure, so we cannot guarantee absolute security.

11) Your rights (Canada)

Depending on your jurisdiction, you may have the right to:

- Request access to the personal information we hold about you
- Request correction of inaccuracies
- Withdraw consent (where applicable)
- Request deletion (subject to legal/legitimate retention needs)

To make a request, contact us using the details below.

12) Children's privacy

This site is intended for business owners and representatives. We do not knowingly collect personal information from children.

13) Changes to this policy

We may update this policy from time to time. The "Last updated" date at the top reflects the most recent version. Continued use of the site after changes means you accept the updated policy.

14) Contact

For privacy questions or requests, contact VectorFoundry at the email address published on the site footer. If you prefer, you may also reply to any email you receive from us and ask to update or remove your information.