

Optivus — Fractional Marketing Leadership

www.optivusprof.ca · Calgary, Alberta, Canada

Effective Date: June 1, 2025 · Last Updated: June 1, 2025

This Privacy Policy describes how Optivus ("Optivus," "we," "us," or "our"), operated by Dean Reid, collects, uses, and protects information obtained through www.optivusprof.ca (the "Site") and related services. We are committed to protecting your privacy and handling your personal information responsibly, in accordance with the *Personal Information Protection and Electronic Documents Act* (PIPEDA) and applicable Alberta privacy legislation.

1. Information We Collect

We collect personal information only when it is necessary to provide our services or respond to your inquiries. The categories of information we may collect include:

- **Contact information** — name, email address, phone number, and company name provided when you complete a contact form, book a discovery call, or send us an email.
- **Inquiry and communication data** — the content of messages, questions, or information you voluntarily submit through the Site or via direct communication.
- **Usage data** — information automatically collected when you visit the Site, including your IP address, browser type, referring URL, pages visited, and time spent on the Site (collected via analytics tools such as Google Analytics 4).
- **Cookies and tracking technologies** — small files placed on your device to support Site functionality and analytics. See Section 7 for details.
- **Scheduling data** — if you book a call through Google Calendar, Google collects and processes scheduling information under its own privacy policy.

2. How We Use Your Information

We use personal information collected through the Site for the following purposes:

- To respond to inquiries and communicate with prospective and current clients.
- To book and manage discovery calls and client engagements.

- To send relevant information about Optivus services when you have requested it or given consent.
- To analyze Site usage and improve the quality and relevance of our content.
- To comply with applicable legal obligations.
- To protect the security and integrity of the Site.

We do not sell, rent, or trade your personal information to third parties for their own marketing purposes. We do not use your information for automated decision-making or profiling that produces legal or similarly significant effects.

3. Legal Basis for Processing

Under PIPEDA, we collect, use, and disclose personal information only with your knowledge and consent, except where the law provides otherwise. By submitting your information through our Site or contact channels, you consent to its collection and use as described in this Policy.

You may withdraw consent at any time by contacting us at the address below. Withdrawal of consent may limit our ability to respond to your inquiries or provide certain services.

4. Sharing Your Information

We may share your personal information with trusted third-party service providers who assist us in operating the Site and delivering our services, including:

- **Google Calendar** — for scheduling discovery calls and client meetings.
- **Google Analytics** — for anonymous Site usage analytics. Google Analytics data is anonymized and does not identify individual visitors.
- **Google Workspace** — for email communication and document management.
- **GitHub Pages** — for hosting the Site. GitHub does not process personal information on our behalf beyond standard server logs.

All third-party service providers are required to protect your information and may only use it for the specific purposes for which it was shared. We do not authorize any service provider to use your personal information for their own independent purposes.

We may disclose personal information if required to do so by law, court order, or regulatory authority, or to protect the rights, property, or safety of Optivus, our clients, or the public.

5. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law:

- **Inquiry and contact data** — retained for up to 2 years from the date of last contact, unless an ongoing client relationship exists.
- **Client engagement records** — retained for 7 years following the conclusion of an engagement, in accordance with standard Canadian business record-keeping requirements.
- **Analytics data** — aggregated, anonymized data may be retained indefinitely for Site improvement purposes.

When personal information is no longer required, it is securely deleted or anonymized.

6. Your Rights

Under PIPEDA and applicable Canadian privacy legislation, you have the right to:

- Request access to the personal information we hold about you.
- Request correction of inaccurate or incomplete personal information.
- Withdraw consent to the collection, use, or disclosure of your personal information (subject to legal and contractual restrictions).
- Request deletion of your personal information, where we are not legally required to retain it.
- File a complaint with the Office of the Privacy Commissioner of Canada (www.priv.gc.ca) if you believe your privacy rights have been violated.

To exercise any of these rights, please contact us using the information in Section 10. We will respond to all verifiable requests within 30 days.

7. Cookies and Tracking Technologies

The Site uses cookies and similar tracking technologies to support functionality and analyze usage. The cookies we use include:

- **Essential cookies** — required for basic Site functionality. These cannot be disabled without affecting Site operation.
- **Analytics cookies** — used by Google Analytics 4 to collect anonymized usage data including page views, session duration, and traffic sources. No personally identifiable information is collected through analytics cookies.

You may disable cookies through your browser settings. Note that disabling certain cookies may affect Site functionality. You can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on (tools.google.com/dlpage/gaoptout).

We do not use advertising cookies, tracking pixels for retargeting, or third-party cookies for behavioral profiling.

8. Data Security

We take reasonable technical and organizational measures to protect personal information against unauthorized access, disclosure, alteration, or destruction. These measures include:

- HTTPS encryption for all Site traffic.
- Access controls limiting personal information to authorized personnel only.
- Secure, encrypted communication channels for client data.
- Regular review of our data handling practices.

No method of transmission over the internet or electronic storage is completely secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security. In the event of a data breach that poses a real risk of significant harm, we will notify affected individuals and the Office of the Privacy Commissioner of Canada as required by law.

9. Links to Third-Party Websites

The Site may contain links to external websites including LinkedIn, Google Calendar, and referenced company websites. These links are provided for informational purposes only. Optivus is not responsible for the privacy practices or content of third-party sites. We encourage you to review the privacy policies of any external sites you visit.

10. Contact Information

For questions, concerns, or requests regarding this Privacy Policy or our handling of your personal information, please contact:

Name:	Dean Reid
Organization:	Optivus
Email:	dean.reid@optivusprof.ca
Website:	www.optivusprof.ca
Location:	Calgary, Alberta, Canada

We will acknowledge receipt of all privacy-related requests within 5 business days and provide a full response within 30 days.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, applicable law, or Site functionality. The "Last Updated" date at the top of this Policy indicates when the most recent revision was made.

Material changes to this Policy will be communicated by posting the revised Policy on the Site with a new effective date. We encourage you to review this Policy periodically. Your continued use of the Site following the posting of changes constitutes your acceptance of the revised Policy.

This Privacy Policy applies exclusively to information collected through www.optivusprof.ca. Client engagements are governed by separate client agreements which may contain additional privacy provisions.