

PRIVACY POLICY

Last Updated: October 1, 2026

SPECTRA MedComms & Research Consulting ("we," "us," or "our") is a registered provincial consultancy operating out of Alberta, Canada. We are committed to protecting the privacy, confidentiality, and security of the personal information, academic data, and proprietary research assets entrusted to us by our clients ("you" or "your").

This Privacy Policy governs our data collection, use, disclosure, and retention practices in strict compliance with the Canadian **Personal Information Protection and Electronic Documents Act (PIPEDA)**, the Alberta **Personal Information Protection Act (PIPA)**, and other applicable global data privacy frameworks.

1. Information We Collect

We collect information only to the extent necessary to deliver our strategic scientific consultation, medical writing, methodology advice, and coaching services.

- **Client Profile & Billing Information:** When booking an initial consultation or checking out, we collect your **name, email address, phone number, and billing address**. Address details are strictly utilized to compute accurate provincial or international sales tax rates.
- **Payment & Financial Data:** Credit card details, PayPal information, Apple Pay, and Google Pay tokens are collected at checkout to securely process online payments. For high-volume contract services, we collect **bank account numbers, routing details, and wire transfer information** necessary to execute and verify direct Interac e-Transfers, local/global bank transfers, and international wire transfers.
- **Research, Scientific, & Project Materials:** Depending on your project scope, we may collect highly sensitive files, including:
 - Word documents, Excel spreadsheets, and PowerPoint presentations.
 - Raw datasets, academic manuscripts, proposal drafts, and research protocols.
 - Professional CVs and biographical profiles.
 - Multimedia assets (audio and video recordings of consultations or data presentations).

2. How We Collect Information

We collect data directly from you through the following secure channels:

- **Website Forms & Checkouts:** Initial intake fields, consultation booking calendars, and billing records are securely processed through Wix Booking, Wix Forms, and Wix Payment systems.
- **Direct Digital Transmission:** Deeper scientific deliverables, raw data packages, and drafts are transmitted directly via **Google Workspace secure email and shared environments**.

3. Third-Party Data Processors

We do not sell, rent, or trade your personal or research data to third parties. To execute our operations securely, we share data with trusted infrastructure providers who are contractually bound to maintain strict confidentiality protocols:

- **Website & Infrastructure Management:** Wix (hosting, web forms, and encrypted cloud storage).
- **Communication & Collaboration Tools:** Google Workspace (Secure Gmail and Google Drive).
- **Productivity Software:** Microsoft OneDrive (as needed for cross-platform document compatibility).
- **Payment Gateways & Financial Institutions:** Wix Payments, PayPal, Apple Pay, Google Pay, and **chartered banking institutions processing direct wire and electronic fund transfers (EFT).**

4. Storage, Transfers, and Security Boundaries

Your information is stored across a localized and cloud hybrid model:

- **Local Processing:** Files are downloaded and securely processed locally on protected infrastructure within **Alberta, Canada.**
- **Cloud Architecture:** Data is backed up and processed on secure Canadian-based and US-based cloud servers managed by Google Cloud and Wix Storage.
- **Security Safeguards:** We employ strict operational security measures, including file encryption, multi-factor authentication, and strict user access controls to prevent unauthorized access, alteration, or disclosure.

5. Data Retention Framework (Standard Zero-Retention & Optional Archival)

We acknowledge that standard research protocols require Principal Investigators (PIs) and corresponding authors to retain clinical/academic raw data for at least 3 years following publication. To balance data minimization with long-term research continuity, we offer two distinct retention paths:

- **Standard Zero-Retention Model (Default):** To guarantee maximum security and limit data exposure risks, all client drafts, raw research data, multimedia files, and corresponding manuscript revisions are **permanently deleted** from our local physical storage drives, cloud drives (Google Drive/Wix), and email outboxes immediately upon completion of the service and receipt of final payment.
- **Optional Client Profile Archival (Explicit Opt-In):** To establish a continuous, client-specific profile and streamline future collaborative ventures, clients may explicitly choose to authorize SPECTRA to retain their project historical files and data packages. If this option is selected, data is securely archived for a maximum of **three (3) years** from the close of the most recent project to follow through on future research phases. Clients maintain the right to revoke this consent and request a full data purge at any point during this period.
- **Lead Retention:** If an initial inquiry or project lead does not progress into an active, signed contract, all associated introductory files, emails, and shared materials are permanently purged within 30 days.

6. Your Rights Regarding Your Data

Under Canadian privacy legislation, you maintain the right to:

- Access the personal information we hold about you.
- Request immediate corrections to any inaccurate profile data.
- Withdraw your consent to data processing at any point (which may affect our ability to fulfill active consulting contracts).

For all inquiries, data access requests, or privacy concerns, please contact our designated Privacy Coordinator at:

Email: info@spectramedcommsconsulting.com
