

# PRIVACY POLICY

AskBecky Business Services, Inc. ("AskBecky," "we," "us," or "our") is committed to protecting the privacy and confidentiality of personal information entrusted to us by our clients. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA), British Columbia's Personal Information Protection Act (PIPA), and other applicable Canadian privacy laws.

This Privacy Policy applies to personal information collected through our website ([www.askbecky.ca](http://www.askbecky.ca)) and in the course of providing our administrative assistance and concierge services to clients.

## 1. WHAT IS PERSONAL INFORMATION?

Personal information means any information about an identifiable individual. This may include, but is not limited to:

- Name, address, telephone number, and email address
- Payment and billing information
- Calendar information and scheduling preferences
- Travel preferences and documentation
- Business information and preferences
- Correspondence and communications
- Any other information about you or individuals associated with you that we collect in providing our services

## 2. INFORMATION WE COLLECT

### 2.1 Information Collected Through Our Website

Our website ([www.askbecky.ca](http://www.askbecky.ca)) is primarily informational and does not collect personal information through forms, user accounts, or interactive features. However, it may collect limited technical information automatically, including:

- IP addresses
- Browser type and version
- Pages visited and time spent on our website
- Referring website addresses

This technical information is collected solely for website analytics and improvement purposes and does not identify you personally. We do not use cookies or tracking technologies that collect personal information.

### 2.2 Information Collected in Providing Services

When you engage our services, we collect personal information necessary to provide administrative assistance and concierge services effectively. This includes:

- Contact Information: Name, business name, address, phone number, email address, and preferred methods of communication.
- Payment Information: Credit card details, banking information, billing address, and payment history.

- Service-Related Information: Calendar access, scheduling preferences, travel preferences, vendor preferences, and any specific instructions or requirements you provide.
- Third-Party Information: In the course of providing services, we may have access to personal information about your employees, vendors, customers, contacts, or other third parties that you authorize us to interact with on your behalf.
- Communications: Emails, messages, documents, and other correspondence related to the services we provide.

### **3. HOW WE USE PERSONAL INFORMATION**

We collect and use personal information only for the following purposes:

- Service Delivery: To provide administrative assistance and concierge services as outlined in our Service Agreement, including scheduling, correspondence management, travel arrangements, vendor coordination, and other tasks you request.
- Billing and Payment: To process payments, send invoices, maintain payment records, and manage our financial relationship with you.
- Communication: To communicate with you about your account, respond to inquiries, provide updates on tasks, and deliver services.
- Service Improvement: To understand your needs better and improve the quality of our services.
- Legal Compliance: To comply with applicable laws, regulations, legal processes, or enforceable governmental requests.
- Website Analytics: To analyze website traffic patterns and improve website functionality (using non-identifying technical information only).

We will not use your personal information for any purpose other than those identified above without obtaining your consent.

### **4. DISCLOSURE OF PERSONAL INFORMATION**

We do not sell, rent, or trade personal information. We may disclose personal information only in the following circumstances:

#### **4.1 Service Providers and Third Parties**

In performing our services, we may share personal information with third-party service providers who assist us in delivering services to you, including:

- Payment processors and financial institutions
- Travel agencies and booking platforms
- Shipping and courier services
- Event planners and vendors
- Technology service providers (email, cloud storage, scheduling tools)

These third parties are contractually required to protect your information and may only use it to provide the specific services we have requested on your behalf.

#### **4.2 With Your Consent**

When you authorize us to act on your behalf, we may disclose your personal information to third parties as necessary to complete the tasks you have requested (e.g., communicating with your business contacts, coordinating with your calendar invitees, booking travel on your behalf).

#### 4.3 Legal Requirements

We may disclose personal information when required by law, court order, subpoena, or other legal process, or when we believe in good faith that disclosure is necessary to protect our rights, your safety or the safety of others, investigate fraud, or respond to a government request.

### 5. CONSENT

We obtain your consent to collect, use, and disclose personal information. By engaging our services and providing us with personal information, you consent to our collection, use, and disclosure of that information in accordance with this Privacy Policy and as otherwise permitted by law.

Consent may be express (e.g., when you sign a Service Agreement) or implied (e.g., when you provide information for a specific purpose). You may withdraw your consent at any time by contacting us, subject to legal or contractual restrictions. However, withdrawing consent may limit our ability to provide services to you.

When you provide us with personal information about third parties (such as your employees or contacts), you represent that you have obtained their consent for us to collect, use, and disclose their information for the purposes outlined in this Privacy Policy.

### 6. SAFEGUARDING PERSONAL INFORMATION

We are committed to protecting the security of your personal information. We implement and maintain appropriate administrative, technical, and physical safeguards to protect personal information against unauthorized access, disclosure, copying, use, modification, or destruction.

Our security measures include:

- Secure, password-protected systems and encrypted communications
- Limited access to personal information only on a need-to-know basis
- Regular security assessments and updates
- Secure disposal of personal information when no longer needed
- Confidentiality agreements with employees and contractors

While we take reasonable precautions to protect personal information, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security but will notify you in accordance with applicable laws in the event of a privacy breach involving your personal information.

### 7. RETENTION OF PERSONAL INFORMATION

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. Retention periods vary depending on the type of information and the purpose for which it was collected:

- Client records and service history: Retained for the duration of the client relationship plus seven (7) years after termination for legal and business purposes
- Financial and billing records: Retained for seven (7) years as required by Canadian tax laws
- Communications and correspondence: Retained as long as relevant to ongoing service or as needed for legal purposes
- Website analytics data: Retained for 24 months for analysis purposes, then aggregated or deleted

When personal information is no longer required, we will securely destroy, delete, or anonymize it in accordance with our data retention and destruction policies.

## **8, ACCESS AND CORRECTION OF PERSONAL INFORMATION**

You have the right to access your personal information in our custody or control and to request correction of any inaccuracies. To request access to or correction of your personal information, please contact our Privacy Officer using the contact information provided below.

We will respond to your request within thirty (30) days. In some circumstances, we may not be able to provide access to all personal information we hold. If we deny your request, we will explain the reasons for the denial in accordance with applicable privacy laws.

There is no cost to request access to your personal information; however, we may charge a reasonable fee if your request requires extensive retrieval or copying of records.

## **9. THIRD-PARTY WEBSITES**

Our website may contain links to third-party websites for your convenience and information. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## **10. CHILDREN'S PRIVACY**

Our services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child without parental consent, we will take steps to delete that information.

## **11. INTERNATIONAL TRANSFER OF INFORMATION**

Your personal information is stored and processed in Canada. Some of our third-party service providers may be located outside of Canada, which means your personal information may be processed and stored in other countries where privacy laws may differ from those in Canada. By using our services, you consent to the transfer of your information to these jurisdictions. We take steps to ensure that your information receives an adequate level of protection in the jurisdictions in which we process it.

## **12. CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this Privacy Policy at any time. Changes will be posted on our website with the updated effective date. Material changes will be communicated to active clients via email or other appropriate means. Your continued use of our services after any changes indicates your acceptance of the updated Privacy Policy. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## **13. QUESTIONS, CONCERNS, AND COMPLAINTS**

If you have any questions, concerns, or complaints about this Privacy Policy or our privacy practices, or if you wish to access or correct your personal information, please contact our Privacy Officer:

AskBecky Business Services, Inc.  
Attention: Privacy Officer  
Email: [hello@askbecky.ca](mailto:hello@askbecky.ca)

We are committed to working with you to resolve any privacy concerns. If you are not satisfied with our response to your privacy complaint, you have the right to contact the Office of the Privacy Commissioner of Canada.

By engaging our services or using our website, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and disclosure of your personal information as described herein.

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*Last Updated: February 16, 2026*