

# Privacy Policy

Waveright Media Inc. | Effective Date: April 1, 2026

At Waveright Media Inc. (“Waveright Media,” “we,” “us,” or “our”), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our website at [www.waveright.ca](http://www.waveright.ca) (the “Site”).

By using our Site, you agree to the terms of this Privacy Policy.

## 1. Information We Collect

We may collect the following types of personal information:

- Contact information (name and email address) submitted through our contact form
- Email address provided when subscribing to our mailing list
- Booking details submitted through our online booking system
- Usage data collected automatically through website analytics (such as IP address, browser type, pages visited, and time spent on the Site)

## 2. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and provide customer support
- Process and manage event or service bookings
- Send you occasional emails about deals, discounts, and updates (only if you have subscribed)
- Analyze website traffic and usage to improve our Site and services

## 3. Mailing List & Communications

If you subscribe to our mailing list, you consent to receiving occasional promotional emails from Waveright Media. You may unsubscribe at any time by clicking the “unsubscribe” link in any email we send, or by contacting us directly at [info@waveright.ca](mailto:info@waveright.ca).

## 4. Third-Party Services

We work with the following third-party service providers who may have access to your personal information solely to perform services on our behalf:

- Wix — our website platform, which hosts the Site and processes form submissions and bookings. Wix’s privacy policy is available at [wix.com/about/privacy](http://wix.com/about/privacy).

- Google Analytics — we use Google Analytics to collect anonymized data about how visitors use our Site. Google's privacy policy is available at [policies.google.com/privacy](https://policies.google.com/privacy).
- Meta (Facebook/Instagram) Pixels — we may use Meta pixel technology to understand how users interact with our Site and to support advertising efforts. Meta's privacy policy is available at [facebook.com/policy](https://facebook.com/policy).

We do not sell, rent, or trade your personal information to any third parties for their own marketing purposes.

## **5. Cookies & Tracking Technologies**

Our Site uses cookies and similar tracking technologies to enhance your browsing experience and collect analytics data. Cookies are small data files stored on your device. You may adjust your browser settings to refuse cookies; however, some features of the Site may not function properly as a result.

## **6. Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, or as required by applicable law. You may request deletion of your personal data at any time by contacting us at [info@waveright.ca](mailto:info@waveright.ca).

## **7. Your Rights (PIPEDA & Canadian Privacy Law)**

As a Canadian company, we comply with the Personal Information Protection and Electronic Documents Act (PIPEDA). You have the right to:

- Access the personal information we hold about you
- Request corrections to inaccurate or incomplete information
- Withdraw consent for the use of your personal information (subject to legal or contractual restrictions)
- Request deletion of your personal data

To exercise any of these rights, please contact us at [info@waveright.ca](mailto:info@waveright.ca).

## **8. Data Security**

We take reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

## **9. Children's Privacy**

Our Site is not directed at children under the age of 13, and we do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us and we will promptly delete it.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us:

### **Waveright Media Inc.**

North Vancouver, B.C., Canada

Email: [info@waveright.ca](mailto:info@waveright.ca)

Website: [www.waveright.ca](http://www.waveright.ca)