

Privacy Policy

Industry Army Marketing | IAM Network

Last updated: July 2026

Applies to: industryarmymarketing.com, talc.tv, weddings.io, eyespyr.com, and all sites operating as nodes of the IAM Network

1. Who We Are

Industry Army Marketing ("IAM", "we", "us", "our") operates a network of digital properties across Canada and internationally. Our registered business contact is:

Industry Army Marketing

Email: colin@industryarmymarketing.com

Website: <https://industryarmymarketing.com>

2. What This Policy Covers

This policy explains how IAM collects, uses, stores, and protects personal information when you:

- Visit any website in the IAM Network
- Interact with the IAM chat assistant (the "bot") on any IAM site or client site
- Submit your name, email, or other contact details through the bot or any form
- Book an appointment or request a consultation through the bot

This policy is written in compliance with Canada's *Personal Information Protection and Electronic Documents Act* (PIPEDA) and *Canada's Anti-Spam Legislation* (CASL).

3. What We Collect and Why

We collect only what we need. Here is exactly what that is:

a) Information you give us directly

b) Information collected automatically

c) Security monitoring data

If our system detects a potential security threat — such as an attempt to extract confidential information or inject malicious content — we log the content of that message along with approximate session data. This is used solely for

security purposes and is never used for marketing.

4. How We Use Your Information

We use personal information for the following purposes:

- **Responding to your enquiry** — Following up on what you asked about
- **Qualifying leads** — Understanding whether our services are a fit for your business
- **Booking appointments** — Passing your booking request to the relevant client dashboard for confirmation
- **Improving our services** — Reviewing conversation patterns to make the bot more useful
- **Protecting the network** — Detecting and preventing abuse, spam, and security attacks
- **Showcasing client success** — With your explicit permission, featuring outstanding client stories in our marketing (see Section 8)
- **Sending commercial communications** — Only with your documented consent, as required by CASL (see Section 7)

We do not sell personal information. We do not use it for targeted advertising.

5. Who Sees Your Information

Within IAM: Your information is accessible to IAM team members who need it to follow up on your enquiry or manage the network.

Our technology providers:

Client businesses: If you interact with the bot on a client's website (for example, a contractor's site), your booking and contact details are shared with that client through their private dashboard so they can follow up with you. IAM does not share your information with the client for any purpose beyond your specific enquiry.

Law enforcement: We will disclose personal information if required by law or to protect the safety of individuals.

6. How Long We Keep Your Information

You can request deletion of your personal information at any time (see Section 9).

7. CASL — Commercial Electronic Messages

Canada's Anti-Spam Legislation (CASL) requires that we have your consent before sending you commercial electronic messages (emails, SMS).

How we obtain consent:

When you provide your email address through the IAM chat bot, you are given clear notice that your contact details may be used to follow up on your enquiry. This constitutes **implied consent** under CASL for a period of two years from the date of your enquiry.

If you receive communications from IAM and wish to stop receiving them, every message will include an unsubscribe mechanism. Unsubscribe requests are honoured within 10 business days.

For clients deploying the bot on their own sites: you are responsible for ensuring your own follow-up communications comply with CASL. IAM provides the data; the commercial relationship is yours.

8. Showcase and Promotional Use

Occasionally, IAM may identify a conversation or client outcome that represents exceptional results. We will only feature your information or story in our marketing with your **explicit written consent**. A team member will contact you directly to request permission. You may decline without any impact on your service.

9. Your Rights Under PIPEDA

You have the right to:

- **Access** the personal information we hold about you
- **Correct** inaccurate information
- **Request deletion** of your information (subject to legal record-keeping obligations)
- **Withdraw consent** for commercial communications at any time
- **Know how** your information is being used

To exercise any of these rights, contact us at: colin@industryarmymarketing.com

We will respond within 30 days.

10. LocalStorage and Session Data

The IAM chat widget stores a session identifier and a returning visitor flag in your browser's **localStorage** (not cookies). This data:

- Stays on your device
- Is not transmitted to third parties
- Can be cleared by clearing your browser's site data
- Is used only to improve your experience if you return to continue a conversation

No advertising trackers or analytics pixels are embedded in the IAM chat widget.

11. Security

We take reasonable technical and organisational measures to protect personal information, including:

- API keys stored in server-side secrets, never exposed to the public
- Origin-restricted API access (only IAM domains can query our backend)
- Rate limiting to prevent automated abuse
- Row-level security on all database tables
- Automated detection and logging of security threats

No system is perfectly secure. In the event of a breach affecting your personal information, we will notify affected individuals as required by PIPEDA.

12. Changes to This Policy

We may update this policy as our services evolve. Material changes will be posted on this page with an updated date. Continued use of IAM services after changes are posted constitutes acceptance.

13. Contact

Privacy questions, access requests, and complaints:

Industry Army Marketing

Email: colin@industryarmymarketing.com

Website: <https://industryarmymarketing.com/contact>

If you are not satisfied with our response, you may contact the **Office of the Privacy Commissioner of Canada**: www.priv.gc.ca

This document was prepared for legal review and is not a substitute for advice from a qualified Canadian privacy lawyer.

BETA NOTICE: This document has not yet been reviewed by legal counsel. It is provided for informational purposes during the IAM Network beta phase. Do not rely on this document for legal advice.