

Privacy Policy

Effective Date: January 7, 2023

Last Reviewed: September 22, 2025

Angstrom Engineering Inc. (“Angstrom”, “we”, “our”, or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you interact with our Website at <https://angstromengineering.com> (the “Website”).

This policy is governed by the laws of Ontario, Canada, and aligns with applicable privacy legislation, including PIPEDA and the GDPR (where applicable).

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1. Information We Collect

We may collect personal information in the following ways:

a) Information You Voluntarily Provide

- Name, email address, company name, phone number, or other contact details.

- When you complete a contact form and/or email us directly.

b) Information Collected Automatically

When you visit our Website, we may automatically collect:

- IP address, browser type, operating system.
- Referring URL, pages visited, and the date/time of access.
- Interactions such as clicks and time spent on pages.

c) Cookies and Tracking Technologies

We use cookies to:

- Remember user preferences.
- Understand visitor behavior through analytics.
- Improve site functionality and user experience.

You can manage cookie preferences through your browser settings. Disabling cookies may affect how the Website functions.

2. How We Use Your Information

We may use the personal data we collect to:

- Respond to your inquiries or provide requested services.
- Send annual holiday card and future newsletters. (with opt-out options).(I know we have spoken about utilizing newsletters in the future, especially now with HubSpot. Should I leave this in or remove)
- Analyze website traffic and user behavior.
- Improve website performance, security, and usability.
- Comply with legal obligations and prevent misuse or fraud.

3. Legal Bases for Processing (GDPR)

Where applicable, we rely on the following legal bases to process your personal data:

- Your consent (e.g., for holiday card communications and future marketing communications).
- Contractual necessity (e.g., providing requested services).
- Our legitimate interests (e.g., improving website experience).
- Legal compliance.

4. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this policy unless a longer retention period is required by law. Anonymous or aggregated data may be retained indefinitely.

5. Third-Party Services

We use third-party providers to operate some features of our Website:

- **Google Analytics:** For website usage tracking. May collect IP address and interaction data.
- **HubSpot:** For managing email communications and customer relations.

Each third-party service provider has its own privacy policy and terms. We do not share personal information beyond what is required for the service and never sell your data.

We may update our list of providers. Significant changes will be reflected in an updated policy.

6. Advertising & Retargeting

We may use third-party platforms (e.g., Google, Bing, LinkedIn) to display targeted advertisements based on your previous visits to our Website. These platforms use cookies to serve ads.

You can opt out of this tracking via the following:

- [Bing Ad Settings](#)
 - [Google Ads Settings](#)
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7. Your Rights

You have the following rights regarding your personal information:

- **Access:** Request to view the personal data we hold about you.
- **Correction:** Request corrections to inaccurate or incomplete data.
- **Erasure ("Right to Be Forgotten"):** If you are a resident of the European Union or European Economic Area, you may request the deletion of your personal data, subject to certain exceptions. We may also accommodate this request from other jurisdictions as a courtesy, where appropriate.
- **Withdraw Consent:** At any time for previously agreed communications.
- **Data Portability:** Request a copy of your data in a common format (if applicable).

To exercise any of these rights, please email: info@angstromengineering.com

8. Email Communications & Tracking

If you filled out a form and have received a holiday card email:

- You can request to be removed from the mailing list at any time using the link in each email.
- We may track email opens and link clicks to improve our communications. This data is never shared externally.

9. Security

We use appropriate technical and organizational measures to protect your personal information, including encryption, secure servers, and access controls. No online platform can guarantee 100% security, but we take reasonable steps to safeguard your data. – (Would you like me to add security data such as our SSL and information from WP Engine?)

10. Children’s Privacy

Our Website is not intended for children under the age of 16. We do not knowingly collect personal data from minors. If you believe we may have done so, contact us immediately and we will remove the information.

11. Data Transfers

If you are located outside Canada, be aware that your information may be transferred to, stored, or processed in Canada, where our operations are located. By using our Website, you consent to this transfer.

12. Changes to This Policy

We may update this Privacy Policy periodically. The “Last Reviewed” date at the top of this page will be updated accordingly. We encourage you to review this page regularly for updates.

13. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact us at:

Angstrom Engineering Inc.

info@angstromengineering.com

<https://www.angstromengineering.com>