

Varaico — Privacy Policy

Last updated: May 2026

Varaico (“we,” “us,” “our”) is committed to protecting the privacy of our clients and website visitors. This Privacy Policy explains what information we collect, how we use it, and your rights regarding your data.

1. INFORMATION WE COLLECT

From Clients (via the Client Intake Form):

- Business name, owner name, and type of business
- Business phone number and email address
- Owner email address (used for Varaico communication only)
- Services offered, service area, and hours of operation
- Business logo, photos, and social media links
- Preferences such as colours, website vibe, motto, and testimonials
- Google Business Profile status

From Website Visitors (varaico.ca):

- Contact form submissions (name, email, phone, business name, message)
- Google Analytics data (page views, traffic sources, device type, general location). No personally identifiable information is collected from visitors through analytics.

From Payment Processing:

- Billing information is collected and processed by Stripe. Varaico does not store credit card numbers or bank account details. See Stripe’s privacy policy at stripe.com/privacy for details.

2. HOW WE USE YOUR INFORMATION

We use the information we collect to:

- Build, customize, and maintain your website
- Optimize your Google Business Profile
- Process billing and manage your subscription
- Communicate with you about your account and services
- Generate monthly analytics reports for your website
- Improve our services and website (varaico.ca)

We do not use your information for marketing purposes unless you explicitly opt in. We do not sell, rent, or trade your personal information to third parties.

3. WHO WE SHARE YOUR INFORMATION WITH

We only share your information with third-party service providers as needed to deliver our services:

Provider	Purpose
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Stripe	Payment processing and subscription billing
Vercel	Website hosting and deployment
GoDaddy	Domain registration and DNS management
Google	Google Analytics, Google Business Profile, Google Forms, Google Drive
Web3Forms	Contact form submissions from varaico.ca

Each of these providers has their own privacy policies governing how they handle your data. We encourage you to review them.

4. DATA STORAGE AND SECURITY

- Client data is stored in Google Drive and on secure local devices used by Varaico staff
- We use commercially reasonable security measures to protect your information
- Payment data is handled entirely by Stripe and is not stored on Varaico systems
- Access to client data is limited to authorized Varaico personnel only

5. DATA RETENTION

- While your subscription is active, we retain all data necessary to provide the services
- Upon cancellation, website files and content are retained for up to 90 days in case you choose to reactivate
- After 90 days, client data is deleted unless otherwise requested
- You may request early deletion of your data at any time by contacting us at info@varaico.ca
- Billing records may be retained as required by applicable tax and accounting laws

6. YOUR RIGHTS

Under Canadian privacy law (PIPEDA), you have the right to:

- Request access to the personal information we hold about you
- Request correction of any inaccurate information
- Request deletion of your data (subject to legal retention requirements)
- Withdraw consent for data collection (note: this may affect our ability to provide services)

To exercise any of these rights, contact us at info@varaico.ca. We will respond within 30 days.

7. COOKIES AND TRACKING

Our website (varaico.ca) uses Google Analytics to collect anonymous usage data such as page views, traffic sources, and device types. This helps us improve our website. Google Analytics may use cookies to collect this information. No personally identifiable information is collected through analytics.

Client websites built by Varaico may also include basic analytics as part of the service. Clients are informed of this in the Client Service Agreement.

8. CHILDREN'S PRIVACY

Our services are intended for business use and are not directed at individuals under the age of 18. We do not knowingly collect personal information from children.

9. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Material changes will be communicated to active clients via email. The "Last updated" date at the top of this document reflects the most recent revision.

10. CONTACT

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

Email: info@varaico.ca

Website: varaico.ca