KAPTRA Website Privacy Policy

Effective Date: 2026-10-25

Last Updated: 2026-11-13

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1. Introduction

This Website Privacy Policy explains how KAPTRA Technologies collects, uses, and protects information when you visit the KAPTRA public website at getkaptra.com and the legacy website addresses kaptra.ca and www.kaptra.ca, which redirect to it, or contact us through its public enquiry channels.

This Website Privacy Policy applies to the public KAPTRA website at getkaptra.com and related enquiry correspondence. It does not govern the authenticated KAPTRA platform or KAPTRA customer operational-intelligence services. Those activities are governed separately by the Platform Privacy Policy and applicable customer agreements.

This policy covers:

- Visiting public pages on getkaptra.com and the legacy website redirects
- Submitting contact or enquiry forms
- Requesting information about KAPTRA services
- Related business email correspondence and introductory meeting arrangements
- Website analytics and performance measurement
- Browser preference storage

We have written this policy in plain language. If something is unclear, please contact us using the details at the end of this document.

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2. Who We Are

KAPTRA Technologies is the operating business name of 17888716 Canada Inc., a federally incorporated Canadian corporation. We operate as an operational intelligence platform for delivery organizations under the brand name KAPTRA. References in this policy to "KAPTRA," "we," "us," or "our" refer to 17888716 Canada Inc. operating as KAPTRA Technologies.

Our public website is accessible at getkaptra.com. The legacy website addresses kaptra.ca and www.kaptra.ca redirect to that site.

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3. Scope of This Policy

This Website Privacy Policy covers information collected through:

- Public pages on getkaptra.com and the legacy website redirects
- Contact forms and enquiry submissions
- Assessment or service request forms
- Public document downloads and publicly accessible resources
- Website analytics and performance measurement (where enabled)
- First-party browser preference storage
- Website security and access logging

This policy does not cover:

- The KAPTRA platform and its authenticated users
- Operational data provided by customer organizations
- Assessments, runtime services, or intelligence outputs
- Data processed under a commercial engagement with KAPTRA

Platform users should review the Platform Privacy Policy, which governs data handling within the authenticated platform and is available on request.

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4. Information We Collect

4.1 Web Server Logs and Access Data

When you visit our website, our web hosting infrastructure automatically records standard access log data. This may include:

- IP address
- Browser type and version
- Operating system
- Pages visited
- HTTP referrer
- Timestamp of the request

This data is used for website security monitoring, diagnosing technical issues, and understanding aggregate website traffic. We do not use web server log data to build individual visitor profiles.

4.2 Enquiries and Related Correspondence

The website enquiry form asks for your email address only. If you contact us by email or arrange an introductory meeting, we also receive the information you choose to provide, such as your name, organization, role, business contact details, message content, and meeting arrangements.

We keep limited records needed to handle your enquiry, including a request reference, its source and time, relevant correspondence, a summary of the discussion, the responsible KAPTRA representative, enquiry status, and the next action or meeting. Relevant business correspondence may be recorded in our customer relationship management (CRM) system; this does not mean all messages in a representative's mailbox are imported.

We use these records to respond, assess whether our services may be relevant, arrange introductory discussions, and manage agreed follow-up. Submitting an enquiry does not subscribe you to a newsletter or marketing list. We do not use email open or link-click tracking for this enquiry correspondence.

Please do not submit customer operational datasets, passwords, sensitive personal information, or confidential service materials through the general enquiry form or unsolicited email. Where those materials are needed, we agree an appropriate transfer process separately under the applicable service arrangements.

4.3 Website Analytics

KAPTRA uses Vercel Web Analytics, where enabled, to understand aggregate public website usage. The integration loads only after a visitor allows analytics and stops sending new page-view events when the visitor declines analytics. Required website functions, enquiry handling and video playback work independently of this choice. Vercel Speed Insights is not enabled on this website.

Analytics may include page views, referral information, timestamps, approximate location, and browser, operating-system and device categories. Our integration counts only named public pages, excludes query strings and URL fragments from the page URL sent for analytics, and does not send form email addresses, enquiry references, custom interaction events or customer operational data.

Vercel documents that Web Analytics does not use third-party cookies and uses a request-derived hash to distinguish visitors within a temporary session. Vercel states that this session is discarded after 24 hours. That limit concerns the visitor session, not the retention of all aggregate analytics records. We use aggregate reports, not analytics to identify individual visitors, support advertising or track people across websites.

KAPTRA does not currently use Google Analytics, LinkedIn Insight Tag, Meta Pixel, advertising networks, or behavioural tracking technologies on its website.

4.4 Browser Preference Storage

The KAPTRA website may store a limited first-party browser value to remember a visitor's analytics preference, the version of the consent notice that was presented, and the timestamp of when the preference was recorded. This value is stored in the visitor's own browser. It is not used to identify visitors, track behaviour unrelated to the analytics preference, build individual profiles, or share information with third parties.

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5. Analytics Choice

Visitors to the KAPTRA website may be provided with a choice regarding optional analytics and performance measurement. Where such a choice is offered:

- Required website functionality does not depend on accepting optional analytics.
- Declining optional analytics will not prevent normal use of the public website.

- Optional analytics will operate only in accordance with the visitor's recorded preference.
- Visitors may update their preference at any time through the mechanism provided on the website.

Where available, use the website's privacy preferences control to review or change your choice. Enquiry handling does not require optional analytics.

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6. Technologies Not Currently In Use

KAPTRA does not currently use any of the following on its website:

- Advertising cookies or advertising-network technologies
- Behavioural advertising or interest-based advertising
- Cross-site tracking
- Remarketing or retargeting
- Analytics linked to enquiry contacts or authenticated platform accounts

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7. How We Use Website Information

We use the information collected through the website for the following purposes:

To respond to your enquiry: Information provided through contact forms and related email is used to respond, review service interest, arrange introductory meetings, maintain relevant correspondence, and carry out agreed follow-up. Access is limited to representatives and service providers who need the information for those purposes.

To operate and secure the website: Web server logs are used for security monitoring, diagnosing technical issues, and detecting and responding to unusual or potentially harmful access patterns.

To improve the website experience: Where website analytics are enabled, aggregate usage data is used to understand how visitors interact with our pages and to inform improvements to website content, structure, and performance. We do not use this data for advertising purposes.

We do not sell website visitor information to third parties. We do not use website visitor information for advertising.

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8. Website Infrastructure

KAPTRA uses the following providers in connection with the public website:

Provider	Role	Data Involved
Vercel	Website hosting, TLS, and delivery infrastructure	Website traffic, server access logs
Vercel Web Analytics	Optional aggregate website analytics, after the visitor allows it	Public-page views, referral and device information, approximate location and temporary visitor-session distinction; not linked to enquiry contacts or used for advertising
HubSpot	Enquiry intake, CRM contact records, operator notifications, relevant correspondence, and follow-up management	Contact details, enquiry source/time, relevant messages and notes, enquiry status, ownership, next actions, and introductory meeting details
Microsoft 365	Business email and calendar correspondence, including contact@kaptra.ca	Email addresses and headers, relevant message content, and meeting invitations

HubSpot is used for enquiry and relationship management. The website enquiry integration does not load HubSpot visitor-tracking scripts or create HubSpot visitor-tracking cookies. Enquiry handling remains available when optional website analytics is declined. We do not use these enquiry records for advertising, data-broker services, or automatic marketing subscriptions.

We use enquiry contact details for the response, introductory meeting, and agreed follow-up purposes described in this policy.

The CRM enquiry is the working record for follow-up. The request reference helps us investigate an interrupted submission without asking you to submit it again.

If we add a new provider that materially affects how we handle website visitor information, we will update this policy.

8.1 Processing Locations and Provider Safeguards

Website and enquiry information may be processed outside Canada, including in the United States, depending on the provider, account configuration, and supporting services. The HubSpot account used for enquiry handling is configured for data hosting in Canada. Some provider support and subprocessor activity may take place outside the selected regional hosting location. Information processed in another country may be subject to lawful access by authorities under that country's laws.

KAPTRA remains responsible for how it handles enquiry information when using service providers. We use contractual and organizational safeguards appropriate to the service, limit access to the enquiry-handling purpose, and review the providers and settings used for that processing. This policy does not promise Canadian-only storage or processing for public website enquiries.

9. Data Retention

Web server logs: Server access logs are retained for a period appropriate to security monitoring and operational needs and are not retained indefinitely.

Contact form submissions: We review closed enquiries 12 months after the last meaningful interaction and delete or anonymize records when there is no continuing purpose or applicable retention obligation. Deferred enquiries are reviewed on their recorded follow-up date. Active discussions and records needed for a resulting engagement are retained under the applicable business, contractual, or legal requirements.

Retention and privacy requests are considered across relevant CRM, business email, and retained notification copies. Provider backup cycles and applicable retention obligations may affect when deletion is completed.

Browser preference storage: Preference values stored in your browser remain until cleared by you or until they expire in accordance with browser storage behaviour. We do not control the retention of values stored in your own browser.

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10. Individual Rights

Depending on your jurisdiction, you may have rights in relation to personal information we hold about you as a result of your use of this website. These may include the right to know what information we hold, to request correction of inaccurate information, and to request deletion of information we no longer need to retain.

If you have submitted an enquiry and would like your CRM record or related correspondence deleted, or if you have any other request relating to information collected through the public website, please contact us using the details below.

We will endeavour to respond to privacy requests within 30 days. Where a request is complex, we may take longer and will notify you of the expected timeframe.

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11. Future Tracking Technologies

If KAPTRA introduces materially different analytics or marketing technologies in the future, such as advertising networks or behavioural tracking tools, we will update our disclosures in this policy before deploying those technologies and will obtain visitor consent where required by applicable law.

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12. Changes to This Policy

We may update this Website Privacy Policy from time to time. When we make material changes, we will update the date at the top of this document. We encourage you to review this policy periodically.

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13. Contact Information

If you have questions about this Website Privacy Policy, would like to request deletion of website correspondence, or have any other enquiry relating to information collected through the public website, please contact us:

Email: privacy@kaptra.ca

Organization: KAPTRA Technologies (17888716 Canada Inc.)

This Website Privacy Policy governs information collected through the KAPTRA public website only. Platform users should review the Platform Privacy Policy.
