EXTENSO INTERNATIONAL PRODUCTIONS LTD.

Privacy & Cookies Policy

Effective August 3, 2026

Extenso International Productions LTD ("Extenso," "we," "our," or "us") is a media production company based in Burnaby (Metro Vancouver), British Columbia, Canada. This policy explains what personal information we collect through extensostudio.com and our client systems, how we use it, and the choices you have. We handle personal information in accordance with Canada's *Personal Information Protection and Electronic Documents Act* (PIPEDA), British Columbia's *Personal Information Protection Act* (PIPA), and Canada's Anti-Spam Legislation (CASL).

1. Who We Are

Extenso International Productions LTD provides photography, videography and drone operations, branding and content creation, social media management, and web development services. Our office is at 4657 Hastings St, Burnaby, BC V5C 2K6. For anything in this policy, contact us at contact@extensostudio.com.

2. Information We Collect

a) Information you provide directly

- **Contact and business details**: name, email address, phone number, company name, and project details when you fill a form, book a call, request a quote, or start a chat.
- **Client account information**: when you become a client, we issue a hub access code. Access codes are stored in hashed (one-way encrypted) form.
- **Optional profile details**: a profile photo, how you heard about us, and your date of birth if you choose to share it (used only for a yearly birthday greeting).
- **Payment information**: card payments are processed by **Stripe**; we never see or store full card numbers. Interac e-Transfer payments are handled through your bank. We keep records of invoices and payment status.
- **Order and shipping details**: if you buy from our shop, the items you ordered and, for physical merchandise, the shipping address and contact details needed to deliver it.
- **Project media and files**: photos, videos, brand assets, and documents you share with us for your project.
- **Communications**: emails, support tickets, live chat messages, and any screenshots you attach in chat (chat screenshots are automatically deleted within 48 hours).

b) Information collected automatically

- **Site analytics**: we use our own first-party analytics plus Google Analytics 4 and Meta Pixel to understand how visitors use the site (pages viewed, buttons clicked, general region and device type). Our first-party interaction events are retained for 90 days.

- **Email engagement**: emails we send may include an open indicator and tracked links, so we can tell whether a message was opened or a link was clicked. This helps us send fewer, more relevant emails.
- **Cookies**: see Section 6.

c) Information from other sources

- **Referrals**: if an existing client refers you, we receive your name and contact details from them.
- **Public sources**: when researching prospective business clients, we may collect publicly listed business information (business name, public contact details, website) from directories and listings such as Google Business Profiles.
- **Social platforms**: if you interact with our content on social media, we may see the information your profile makes public.

3. How We Use Information

- To respond to inquiries, prepare quotes, and deliver contracted services;
- To operate your client hub, project status, deliverables, invoices, messages, and payments;
- To send transactional messages (booking confirmations, invoices, delivery notices, security notices);
- To send marketing messages where permitted by CASL, every marketing email includes a working unsubscribe link, and promotional messages can be opted out of separately from service messages;
- To run our referral program, if you choose to join it;
- To send browser push notifications, only if you explicitly enable them (you can disable them in your browser at any time);
- To improve our website, services, and communications;
- To meet legal, tax, and accounting obligations.

4. Artificial Intelligence in Our Services

We use AI tools to work faster without losing the human touch, and we believe you deserve to know where:

- **Website chat**: our chat widget is answered by an AI assistant first, with escalation to a human team member. Chat messages are processed by our AI providers (Anthropic and Google) to generate responses.
- **Email assistance**: incoming email to our studio inbox may be summarized and draft replies prepared by AI. **A human reviews and approves every outbound email before it is sent.**
- **Content drafting**: we may use AI to help draft communications and content, always subject to human review.

- **Our internal studio assistant**: we use an AI assistant to help us plan and run the studio, and it can query our own systems. What it sees about you is deliberately limited: client records are returned to it with names, email addresses, phone numbers, websites and social handles removed and replaced with a reference number. A team member can reveal your real details for a specific, stated reason when they genuinely need to contact you, and every one of those is recorded. The assistant can create drafts and suggestions for us to review; it cannot publish anything, send you email, or change your record.

We do not use your personal information to train AI models.

Two limits of that redaction, stated plainly rather than left for you to discover. A project title may contain your business name, because otherwise the work cannot be discussed. And if you described your business in your own words on a form, those words are shown as you wrote them, including any part where you named yourself.

5. Who We Share Information With

We never sell personal information. We share it only with service providers who help us operate, under their own privacy safeguards:

- **Stripe**: payment processing;
- **Google**: calendar booking (Google Calendar/Meet), file storage and delivery (Google Drive), analytics (GA4), and AI processing (Gemini);
- **Anthropic**: AI processing (Claude);
- **Meta**: advertising measurement (Meta Pixel);
- **Twilio**: SMS notifications, where used;
- **Social platforms** (YouTube, X, Instagram, LinkedIn), only when publishing content as part of a contracted service;
- **Our hosting provider**: secure servers for the website and client systems.

Some providers store data on servers in the United States. Where information leaves Canada, it remains protected by contractual and technical safeguards, but is subject to the laws of the country where it is stored.

6. Cookies

- **Essential cookies**: keep you signed in to the client hub, secure your session (with an automatic idle logout), and remember an active promotion you've unlocked (up to 3 days). The site can't function without these.
- **Analytics and advertising cookies**: Google Analytics 4 and Meta Pixel, as described above. You can block these with browser settings or extensions without affecting the site's core function.

7. How Long We Keep Information

We keep personal information only as long as needed for the purpose it was collected: client project records for the duration of the relationship and typically up to five years after a project completes (or longer where tax and legal requirements apply); first-party analytics events for 90 days; chat screenshots for 48 hours; email logs on a rolling capped basis. When information is no longer needed, it is deleted or anonymized.

8. How We Protect Information

All traffic is encrypted with HTTPS. Client hub access codes are stored hashed. API credentials are encrypted at rest. Access to systems is rate-limited and logged, and our platform undergoes regular security reviews.

9. Your Rights

Under PIPEDA and BC PIPA you may request access to the personal information we hold about you, ask us to correct it, withdraw consent for marketing at any time (use the unsubscribe link or email us), and request deletion where we have no legal obligation to retain it. Write to contact@extensostudio.com and we will respond within 30 days. If you're not satisfied, you may contact the Office of the Privacy Commissioner of Canada or the Office of the Information and Privacy Commissioner for British Columbia.

10. Children

Our services are for businesses and adults. We do not knowingly collect personal information from anyone under 19 (the age of majority in BC) without parental or guardian involvement.

11. Changes to This Policy

When we make material changes, we will update the effective date above and notify active clients by email.

Questions? contact@extensostudio.com · +1 437-788-7874
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