PocketLab Privacy Policy

Hey there! At PocketLab Testing Inc. ("PocketLab," "we," "us"), your health and privacy are our top priorities. We're on a mission to help you take control of your health conveniently from home, all while making sure your personal information stays safe and secure. This Privacy Policy explains how we collect, use, disclose, and protect your personal information, following Canadian privacy laws, especially the Personal Information Protection and Electronic Documents Act (PIPEDA).

Here's what we'll cover:

- Exactly what info we collect and where it comes from
- How we use your info (responsibly, pinky promise!)
- Times when we might need to share your info and why
- Your choices regarding your personal information
- How to easily reach us

Information We Collect and Why We Collect It
We collect only what's absolutely necessary, and here's why:

- **Account Information:** When you sign up, we ask for your name, email, phone number, and birthday to ensure accurate account setup, order management, and important health updates. Without these details, providing our services just wouldn't be possible.
- **Shipping Information:** Unless drone technology rapidly advances, we'll still need your actual physical address to get your testing kits delivered safely and quickly.
- **Payment Information:** We securely process your payment information via trusted third-party payment providers. We never hold onto your full credit card numbers.
- **Health Information:** To offer you personalized and precise health insights, we collect details like your test results, symptoms you share, and other medically relevant data. Rest assured, this stays confidential.
- **Technical Information:** Like most websites, we collect information about how you interact with us, such as IP addresses, browsers, devices, and cookies. This helps us constantly improve your online visits.

How We Use Your Information
Here's exactly how we responsibly use your information:

- **Provide and Improve Services:** From delivering test kits to interpreting your results, your data helps us deliver personalized and accurate health insights. We continuously refine our services based on your interactions.
- **Communicate with You:** With your permission, we share important updates, test results, and helpful health tips, but never spam.

PocketLab Privacy Policy

- **Enhance Your Experience:** By analyzing website interactions, we continuously improve usability, making sure your PocketLab experience is as smooth and enjoyable as possible.
- **Stay Compliant:** We play by the rules, ensuring we meet our legal, regulatory, and reporting responsibilities without fail (we don't enjoy visits from stern folks in suits).

When and Why We Might Share Your Info

We share your information thoughtfully, carefully, and only when absolutely needed:

- **Payment Processors:** Our secure payment partners process your transactions safely, keeping your financial data confidential.
- **Email Service Providers:** We partner with reliable platforms to handle our communications. They're the digital postmen ensuring our messages always land safely in your inbox.
- **Analytics Partners:** These services help us understand how our website is performing, providing insights from aggregated, non-personal data.
- **Legal Compliance:** If necessary, we may need to share information to comply with court orders or governmental requirements.

Your Privacy, Your Choices

You're always in control of your data:

- **View and Correct:** Curious or spotted something off? Let us know, and we'll quickly set things straight.
- **Delete Data:** Want your data deleted? Unless legally obliged, consider it done.
- **Opt-Out:** Tired of marketing emails? Easily unsubscribe anytime—we won't hold grudges.

Data Security

Your data security isn't just important, it's essential. We use robust measures like encryption and secure storage to guard your personal info diligently, keeping it safe from any digital mischief.

Cookies and Tracking

Cookies enhance your experience on our site (unfortunately, not the chocolate-chip kind). You can manage them through your browser settings, though disabling them might slightly affect your browsing experience.

Keeping You Updated

If we change this policy significantly, you'll be the first to know. Major updates will be communicated clearly via email or prominently displayed on our website—we don't like surprises either.

Reach Out!

PocketLab Privacy Policy

Got privacy questions, suggestions, or simply want to say hi? We're here and happy to help!

PocketLab Testing Inc.
Email: info@pocketlab.ca
Website: www.pocketlabtesting.ca