

Carpet Cleaning by Luke Online Privacy Policy

Last Updated: June 25, 2026 Effective Date: June 25, 2026

At Carpet Cleaning by Luke, I am committed to protecting your privacy and personal information. This Privacy Policy ("Policy") explains how I collect, use, disclose, and protect your personal information when you visit my website, <https://www.carpetcleaningbyluke.ca/>, and use my services. I comply with the Personal Information Protection and Electronic Documents Act (PIPEDA).

By using my website or services, you acknowledge the collection and use of personal information as described in this Policy.

1. Introduction and Scope

This Policy applies to all personal information processed by Carpet Cleaning by Luke in connection with my services and website visitors.

My Contact Details: Lukas Neamtu, Carpet Cleaning by Luke, 135 Cabot Landing W, Lethbridge, AB T1J 5K3, hello@carpetcleaningbyluke.ca, 403-394-4320

I encourage you to read this Policy carefully to understand my practices regarding your data and how I will treat it.

2. Information I Collect

I collect various types of information for different purposes to provide and improve my services to you. I only collect data that is necessary for the stated purposes.

2.1. Personal Data: This includes information that can be used to identify you directly or indirectly. The categories of personal information I may collect include:

- Identifiers: Name, email address, postal address, phone number, IP address, unique personal identifiers, online identifiers.
- Commercial Information: Records related to services requested or provided.
- Financial Information: Payment card details (processed securely by QuickBooks; I do not store full payment card numbers), billing address.
- Communications: Information you provide when contacting me, such as customer support inquiries and survey responses.
- Professional or Employment-Related Information: Job title, company name (if you interact with me in a business capacity).

2.2. Usage Data: When you access my website, I may automatically collect certain information, including:

- Device Information: IP address, browser type, browser version, operating system, unique device identifiers.
- Usage Patterns: Pages visited, time spent on pages, referral source, navigation paths, clickstream data.
- Location Data: General location derived from your IP address.
- Cookies and Tracking Technologies: Information collected through cookies, web beacons, and similar technologies.

2.3. Sensitive Personal Information: I do not collect sensitive personal information (e.g., health data, racial or ethnic origin, political opinions, religious or philosophical beliefs, genetic data, biometric data, sexual orientation). If, for a specific service, I need to collect such data, I will clearly inform you, explain the purpose, and obtain your explicit consent or rely on another lawful basis as required by applicable global privacy laws.

2.4. Tracking Technologies: I and my third-party partners may use a variety of tracking technologies to collect information about your interactions with my website and services. These include:

- Cookies: Small text files stored on your device that help me remember your preferences, enable website functionality, and analyze site usage. These may be set by my website (first-party cookies) or by trusted third-party providers (third-party cookies).
- Tracking Scripts / Analytics Tools: Software (such as Google Analytics or similar tools) that collects information about how visitors interact with my website to help me improve its performance and user experience.
- Web Beacons / Pixels: Tiny graphic images or scripts embedded in web pages or emails that help measure website activity, email engagement, and the effectiveness of advertising and marketing campaigns.
- Local Storage: Technologies such as HTML5 local storage and browser cache, which store information locally on your device to improve website performance and user experience.
- Session Storage: Temporary storage of data during your browser session, which is cleared when you close your browser.
- Log Files: Automatically recorded information about your device and website usage each time you visit.

These technologies may be used to:

- Enable and maintain website functionality.
- Remember user preferences.
- Monitor website performance and usage.
- Analyze visitor behaviour and improve my services.
- Measure the effectiveness of advertising campaigns.
- Deliver personalized content or advertisements where permitted by applicable law.

- Maintain the security and integrity of my website and services.

You may adjust your browser or device settings to limit or disable certain tracking technologies. Please note that doing so may affect the functionality of some features of my website.

2.4.1. Meta Pixel and Third-Party Advertising Tools: I use third-party advertising and analytics technologies, including the Meta Pixel provided by Meta Platforms, Inc. ("Meta").

The Meta Pixel is a small piece of code installed on my website that helps me understand how visitors interact with my website, measure the effectiveness of advertising campaigns, and, where appropriate, deliver relevant advertising on Meta platforms such as Facebook and Instagram.

The Meta Pixel may collect or receive information such as pages visited, actions taken on my website, browser and device information, IP address, and other website usage information. This information may be combined with information collected by Meta from other sources and used by Meta in accordance with its own Privacy Policy.

Carpet Cleaning by Luke does not intentionally use the Meta Pixel to collect or share sensitive personal information. Visitors should avoid submitting sensitive personal information through website forms unless it is reasonably necessary for me to provide the requested services.

Where required by applicable law, consent will be obtained before certain advertising and tracking technologies are used.

You can learn more about how Meta collects and uses information by reviewing Meta's Privacy Policy at <https://www.facebook.com/privacy/policy>. You can also manage your advertising preferences through your Meta account settings and by adjusting your browser or device privacy settings.

3. How I Use Your Information

I use the collected data for purposes including:

- To Provide and Maintain My Service: Including to process your transactions, manage your account, and deliver the services you request.
- To Improve and Personalize My Service: To understand how you use my services, develop new features, and tailor content to your preferences.
- To Send You Marketing and Promotional Communications: Where you have opted in about products, services, and offers that may be of interest to you. You may unsubscribe from marketing communications at any time using the unsubscribe link included in those communications or by contacting me directly.

- For Customer Support: To respond to your inquiries, provide technical support, and resolve issues.
- For Analytics and Research: To monitor and analyze trends, usage, and activities in connection with my services.
- For Security and Fraud Prevention: To detect, prevent, and address technical issues, fraud, or illegal activities.
- To Comply with Legal Obligations: To meet my regulatory and legal requirements, such as tax and accounting obligations.
- For Advertising: To deliver targeted advertisements to you (where you have opted in or as permitted by law).

4. How I Share Your Information

I may share your personal information with third parties in certain circumstances, always ensuring appropriate safeguards are in place.

I may use trusted third-party service providers, including:

- Quickbooks.
- Google.
- Wix.

4.1. Service Providers: I may engage third-party companies and individuals to facilitate my services, perform service-related services, or assist me in analyzing how my service is used (e.g., hosting providers, payment processors, analytics providers, email service providers). These third parties have access to your personal information only to perform these tasks on my behalf and are obligated not to disclose or use it for any other purpose.

4.2. Business Transfers: If Carpet Cleaning by Luke is involved in a merger, acquisition, or asset sale, your personal information may be transferred. I will provide notice before your personal information is transferred and becomes subject to a different privacy policy.

4.3. Legal Requirements: I may disclose your personal information in the good faith belief that such action is necessary to:

- Comply with a legal obligation (e.g., subpoena or court order).
- Protect and defend the rights or property of Carpet Cleaning by Luke.
- Prevent or investigate possible wrongdoing in connection with the service.
- Protect the personal safety of users of the service or the public.
- Protect against legal liability.

4.4. With Your Consent: I may disclose your personal information for any other purpose with your explicit consent.

4.5. Aggregated or De-identified Data: I may share aggregated or de-identified information that cannot reasonably be used to identify you.

5. International Data Transfers

Your information, including personal information, may be transferred to — and maintained on — servers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

By providing your personal information, you consent to this transfer, storage, and processing. Where consent is the legal basis for transfer, you have the right to withdraw that consent at any time.

6. Data Security and Retention

6.1. Data Security: I employ industry-standard technical and organizational security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption: Using SSL/TLS encryption for data in transit (HTTPS).
- Access Controls: Restricting access to customer information wherever reasonably possible.
- Data Minimization: Collecting only necessary data.
- Regular Security Audits: Conducting periodic reviews of my security practices.

While I strive to use commercially acceptable means to protect your personal information, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, I cannot guarantee its absolute security.

If a data breach occurs that poses a real risk of significant harm, I will comply with applicable notification and reporting obligations under Canadian privacy law.

6.2. Data Retention: I will retain your personal information only for as long as is necessary for the purposes set out in this Policy, unless a longer retention period is required or permitted by law (e.g., for legal, tax, or accounting purposes).

When I no longer need your personal information, I will securely delete or anonymize it in accordance with applicable law.

7. Your Data Protection Rights

Depending on your location and applicable privacy laws, you have various rights regarding your personal information. I am committed to facilitating the exercise of these rights.

- Right to Be Informed: You have the right to know what personal information I collect, why I collect it, and how I use it. This Policy serves to fulfill this right.
- Right of Access: You have the right to request a copy of the personal information I hold about you.
- Right to Correction: You have the right to request that I correct any inaccurate or incomplete personal information I hold about you.
- Right to Deletion: You have the right to request the deletion of your personal information under certain circumstances (e.g., if the data is no longer necessary for the purposes for which it was collected).
- Right to Withdraw Consent: Where I rely on your consent to process your personal information, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact me at: hello@carpetcleaningbyluke.ca, 403-394-4320.

I will respond to your request within the timeframes required by applicable law. I may need to verify your identity before fulfilling your request. You may exercise your rights free of charge, unless requests are manifestly unfounded or excessive.

8. Children's Privacy

My service is not intended for individuals under the age of 18. I do not knowingly collect personally identifiable information from children without verifiable parental consent.

If you are a parent or guardian and you are aware that your child has provided me with personal information, please contact me. If I become aware that I have collected personal information from children without verification of parental consent, I take steps to remove that information from my servers.

9. Links to Other Websites

My services may contain links to other websites that are not operated by me. If you click on a third-party link, you will be directed to that third party's site. I strongly advise you to review the privacy policy of every site you visit.

I have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

10. Changes to This Privacy Policy

I may update this Policy from time to time. I will notify you of any changes by posting the new Policy on this page and updating the “Last Updated” date at the top of this Policy.

You are advised to review this Policy periodically for any changes. Changes to this Policy are effective when they are posted on this page.

11. Complaints and Supervisory Authorities

If you have concerns about my privacy practices, please contact me directly using the details provided in Section 1 above.

You also have the right to lodge a complaint with the Office of the Privacy Commissioner of Canada (OPC).