



Privacy Policy

Expanded privacy language for purchases, analytics, communications, and CASL-related marketing practices.

Medic Blueprint · TheMedicBlueprint.ca · Last Updated: April 7, 2026

1. Purpose and Scope

This Privacy Policy explains how Medic Blueprint collects, uses, discloses, stores, safeguards, and otherwise handles personal information in connection with the Site, purchases, downloadable products, newsletters, customer support, and related services.

Medic Blueprint intends to handle personal information in a manner consistent with applicable Canadian privacy requirements for commercial activities, including the principles commonly associated with PIPEDA, subject to the circumstances of the business and the law that applies to a specific activity.

2. What Personal Information We May Collect

- Identity and contact information, such as your name, email address, billing details, and customer service communications.
- Transaction information, such as product purchases, order history, receipts, refunds, and payment status.
- Technical and usage information, such as IP address, approximate location derived from IP, browser type, device information, pages viewed, referring pages, and interactions with the Site.
- Marketing preferences, subscription status, and communication preferences.
- Any information you voluntarily provide when contacting Medic Blueprint, submitting a form, joining a waitlist, or responding to surveys or quizzes.

3. What We Normally Do Not Intend to Collect

Medic Blueprint does not intend to collect personal health information for the purpose of providing clinical care. The Site is an educational business, not a healthcare provider. Please avoid sending sensitive personal health or patient-identifying information through general website forms or email unless specifically requested and securely managed.

4. How We Collect Information

- Directly from you when you make a purchase, download a resource, subscribe to updates, send an email, fill out a form, or otherwise interact with the Site.
- Automatically through cookies, pixels, analytics tools, server logs, and similar technologies.
- From service providers that support payments, hosting, analytics, email delivery, fraud screening, and website operations.

5. Why We Use Personal Information

- To provide access to the Site, products, downloads, and customer support.
- To process purchases, verify transactions, detect fraud, issue receipts, manage refunds, and maintain business records.
- To communicate transactional messages, service notices, policy updates, security notices, and account-related information.
- To send newsletters, launches, promotions, or other commercial electronic messages where permitted by law and consent status.
- To improve Site functionality, content, user experience, security, and business operations.
- To comply with legal, regulatory, tax, accounting, contractual, and security obligations.

6. Legal Bases / Consent Approach

Where consent is required, Medic Blueprint aims to rely on meaningful consent appropriate to the sensitivity of the information and the purpose for which it is collected, used, or disclosed. In some cases, information may also be processed as reasonably necessary to complete a transaction you requested, maintain security, prevent fraud, keep records, or comply with legal obligations.

7. Cookies, Analytics, and Similar Tools

The Site may use cookies and similar technologies to keep the Site functioning, remember preferences, measure engagement, understand product interest, detect abuse, and improve performance. Some cookies may be placed by third-party service providers.

You may be able to control cookies through your browser or device settings, but disabling some cookies may reduce Site functionality.

8. Email Marketing, Text Messages, and CASL

Medic Blueprint may send newsletters, promotions, waitlist messages, launch updates, abandoned checkout reminders, and other commercial electronic messages where permitted by law.

- Marketing messages may include Medic Blueprint's name and valid contact information.
- Marketing emails or similar messages may contain an unsubscribe or opt-out mechanism.
- You may withdraw consent at any time, and Medic Blueprint aims to process unsubscribe requests as required by applicable law.
- Transactional or service messages may still be sent where permitted or required for purchases, security, account administration, or legal compliance.

9. When We Share Information

Medic Blueprint does not sell personal information to advertisers. Personal information may be disclosed only as reasonably necessary for business operations, legal compliance, or protection of the Site and its users.

- Payment processors, such as Stripe, to handle transactions and fraud checks.
- Hosting, security, cloud storage, analytics, and communication providers.
- Professional advisors, insurers, auditors, or legal counsel where reasonably necessary.
- Authorities, regulators, courts, or law enforcement where required or permitted by law.

- A purchaser or successor in the event of a business sale, merger, restructuring, or asset transfer, subject to appropriate safeguards where required.

10. Cross-Border Processing

Some service providers may process or store information outside your province or outside Canada. When that happens, information may be subject to the laws of the jurisdiction where it is processed, subject to the safeguards used by the relevant provider and the requirements of applicable law.

11. Retention

Medic Blueprint retains personal information only for as long as reasonably necessary for the purposes described in this Policy, including providing services, completing transactions, maintaining records, resolving disputes, enforcing agreements, meeting tax and accounting requirements, and complying with legal obligations. Retention periods may vary depending on the type of information and the reason it was collected.

12. Security Safeguards

Medic Blueprint uses administrative, technical, and organizational safeguards that are reasonable in the circumstances to help protect personal information against loss, theft, unauthorized access, misuse, alteration, and disclosure. No method of storage, transmission, or electronic system is completely secure, so absolute security cannot be guaranteed.

13. Your Choices and Requests

- You may unsubscribe from marketing communications.
- You may request access to personal information held about you, subject to lawful exceptions.
- You may request correction of inaccurate or incomplete personal information, where appropriate.
- You may ask questions about how Medic Blueprint handles personal information or raise a privacy concern.

14. Children and Minors

The Site is intended for learners and customers who can lawfully engage in purchases or educational use. Medic Blueprint does not knowingly collect personal information from children in a manner prohibited by law. If you believe personal information from a child was submitted improperly, contact Medic Blueprint so the matter can be reviewed.

15. External Links

The Site may contain links to external websites or platforms. Medic Blueprint is not responsible for the privacy practices of third parties that are not controlled by Medic Blueprint. You should review the privacy policies of those third parties separately.

16. Changes to This Policy

Medic Blueprint may update this Privacy Policy from time to time to reflect operational, legal, or platform changes. The “Last Updated” date will be revised when material updates are made. Continued use of the Site after an update signifies acceptance of the revised policy to the extent permitted by law.

17. Contact

Privacy questions, access requests, correction requests, or concerns may be sent to questions@themedicblueprint.ca.

This document is provided for general business and educational use. It is not legal advice. Laws, platform rules, payment-provider rules, clinical standards, and educational requirements can change. A lawyer licensed in Ontario should review your final live site materials, checkout flow, and marketing practices before launch.