

Why Your Data Stays Yours With Us

When you hire someone to improve your online visibility, you hand them access to something valuable: your business information, your customer focus, your strategy. Most marketing providers quietly route all of that through advertising giants like Google, feeding the same surveillance machine that your competitors also feed. We work differently - and this page explains exactly how.

What Typical Providers Do With Your Data

- Run everything on Google accounts: Gmail, Google Drive, Google Analytics, Google Workspace.
- Your business data sits on servers optimized for profiling - Google's business model is advertising.
- Your strategy documents live in someone else's cloud, under terms of service you never read.
- When you leave, extracting your data is treated as a favor, not a right.

What We Do Differently (Today)

No Google ecosystem.

Our email, storage, calendars and file sharing run on Proton - the Swiss encrypted service built specifically to NOT profile its users. Your reports and strategy never pass through advertising-optimized infrastructure.

Encrypted end to end.

Communications between you and us are protected with zero-access encryption: not even the service provider can read them, and neither can anyone intercepting them.

Local-first analysis.

Your website audit runs on our own machines, on our own operating systems - not on rented cloud platforms that log every request. The raw analysis never leaves our custody.

No behavioral tracking of you.

We do not embed tracking pixels in our own materials, and we do not require you to install analytics that harvests your visitors for advertising networks. Our audit measures technical health - it profiles no one.

A website that practices what we preach.

Our own website loads zero trackers, zero third-party fonts, zero CDNs, zero analytics - nothing phoning home. The privacy story is baked into the code itself. Check it yourself with any tracker-detection tool: we pass. Most of our competitors do not.

Your data is yours, in writing.

Every report, every audit, every document produced for you is delivered to you in standard formats. If we part ways tomorrow, you already hold everything.

A Live Test You Can Run Right Now

Do not take our word for any of this - verify it. Open our website in any tracker-detection tool (Blacklight, Privacy Badger, or your browser's own protections panel). You will find it silent: no ad networks, no fingerprinting, no Google Fonts, no analytics beacons. Then run the same test on any other marketing provider's site. The difference is not an argument - it is evidence.

We invite you to do the same with this document: it was generated on our own machines and delivered to you directly. No platform between us watched it happen.

Why It Matters To Your Customers

Privacy is not just principle - it is a selling point you can use. More consumers ask who has their data and what is done with it. Being able to say 'our marketing partner runs on encrypted, privacy-first infrastructure' sets you apart from competitors whose entire toolchain feeds ad-tech profiling. It is a quiet argument for quality over surveillance-driven shortcuts.

Where We Are Investing Next

We treat client data protection as an ongoing commitment, and we are building toward fully self-managed infrastructure as the business grows:

- Private network infrastructure with dedicated firewall management (pfSense-class protection).
- Self-hosted storage on our own hardware, so client archives live on machines we physically control.
- The same philosophy at larger scale: fewer third parties between your data and you, not more.

We state this as a direction, not a destination: today your data is already protected by encryption and ownership guarantees. Tomorrow's infrastructure makes it stronger still.

The Plain-Language Summary

TYPICAL PROVIDER	US
Google accounts.....	Proton encrypted stack
Data in ad-tech cloud.....	Data in Swiss encrypted vaults
Analysis on rented cloud...	Analysis on our own machines
Tracker-loaded website.....	Zero trackers, verifiably
Data hostage on exit.....	Everything already in your hands

Questions about how your data is handled? Ask them. A privacy practice you cannot ask about is not a privacy practice.

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