

RUE MORGUE

Privacy Policy

Marrs Media Inc.

Effective Date: June 2026

1. Who We Are

Rue Morgue is published by Marrs Media Inc., a Canadian corporation. This Privacy Policy applies to all websites, digital publications, and online services operated under the Rue Morgue brand (collectively, “the Site”).

Privacy contact:

Marrs Media Inc.

17 Willingdon Blvd, Etobicoke, ON M8X 2H1

Email: office@rue-morgue.com

2. What This Policy Covers

This policy explains what personal information we collect, why we collect it, how we use and protect it, how long we keep it, and what rights you have over it. It applies to all visitors, subscribers, and customers who interact with our Site or services.

3. Information We Collect

Information you provide directly:

- Name, email address, mailing address, and phone number
- Payment information (processed securely through Stripe or PayPal — we do not store full payment card details)
- Marketing preferences and communication opt-ins
- Any content you submit publicly, such as comments or community posts (if and when those features are available)

Information collected automatically:

- IP address and approximate geographic location
- Browser type, device type, and operating system
- Pages visited, time spent, and navigation patterns

- Referral sources (how you arrived at the Site)
- Cookie and tracking data (see Section 6)

Information from third parties:

We may receive data about you from payment processors, subscription management platforms, and advertising partners in the ordinary course of operating the Site.

4. Why We Collect It — and Our Legal Basis

We collect and process personal information for the following purposes:

Purpose	Legal Basis
Processing subscriptions and purchases	Contractual necessity
Delivering print and digital issues	Contractual necessity
Sending transactional emails (receipts, renewal notices)	Contractual necessity
Sending marketing emails and newsletters	Your explicit consent
Improving the Site through analytics	Legitimate interest
Serving and measuring advertising	Legitimate interest / Consent
Complying with legal obligations	Legal obligation

You may withdraw consent for marketing communications at any time by using the unsubscribe link in any email or by contacting us at office@rue-morgue.com.

5. How We Share Your Information

We do not sell your personal information. We do not share it with third parties for their own marketing purposes.

We share data only with service providers who help us operate the Site and deliver our services. These providers are contractually bound to use your data only for the purposes we specify:

- SimpleCirc — subscription management
- Mailchimp — email delivery and marketing
- Stripe / PayPal — payment processing

- Google Analytics — site analytics and traffic reporting
- Advertising networks — ad serving and measurement (specific networks to be disclosed as partnerships are established)

We may also disclose information where required by law, court order, or regulatory authority.

6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to operate and improve the Site. These include:

- Essential cookies — required for the Site to function (login sessions, subscription access)
- Analytics cookies — used to understand how visitors use the Site (via Google Analytics)
- Advertising cookies — used to serve and measure advertisements
- Preference cookies — used to remember your settings and choices

You can control cookie use through your browser settings or a cookie consent tool on the Site. Disabling non-essential cookies will not affect your ability to read content or manage your subscription, but may affect ad relevance and some Site features.

For information on how Google uses data collected through Analytics, visit: google.com/policies/privacy/partners

7. Data Retention

We retain personal information only as long as necessary for the purposes described in this policy, or as required by law. Our standard retention periods are:

- Active subscriber records — retained for the duration of your subscription
- Lapsed subscriber records — retained for 3 years after expiry, then deleted or anonymized
- Purchase and payment records — retained for 7 years (Canadian tax and accounting requirements)
- Marketing consent records — retained for 3 years after last interaction or unsubscribe
- Analytics data — retained in aggregated, anonymized form indefinitely

You may request deletion of your personal data at any time (see Section 9).

8. Children's Privacy

The Site and all Rue Morgue publications are intended for adults. We do not knowingly collect personal information from anyone under the age of 16. If you believe a minor has provided us with personal information, please contact us at office@rue-morgue.com and we will delete it promptly.

9. Your Rights

Depending on your location, you may have the following rights regarding your personal information:

- Access — request a copy of the information we hold about you
- Correction — request that inaccurate information be corrected
- Deletion — request that your personal information be deleted
- Withdrawal of consent — withdraw consent for marketing at any time
- Data portability — request your data in a portable format (EU residents)
- Object to processing — object to processing based on legitimate interest (EU residents)

To exercise any of these rights, contact us at office@rue-morgue.com. We will respond within 30 days. We may need to verify your identity before processing requests.

Canadian residents (PIPEDA):

This policy is designed to comply with the Personal Information Protection and Electronic Documents Act (PIPEDA), Canada's federal private-sector privacy law.

Quebec residents (Law 25):

Quebec's Act respecting the protection of personal information in the private sector (Law 25) applies to our Quebec subscribers and is materially stricter than PIPEDA. In addition to the rights above, Quebec residents have the right to be informed of any automated decision-making affecting them, the right to data portability, and enhanced rights around the communication of personal information outside Quebec. Our privacy contact above handles all Law 25 requests. You may also file a complaint with the Commission d'accès à l'information (CAI) at www.cai.gouv.qc.ca.

EU / UK residents (GDPR / UK GDPR):

Where GDPR or UK GDPR applies, Marrs Media Inc. acts as the data controller. You have the right to lodge a complaint with your local supervisory authority.

California residents (CCPA):

Under the CCPA, you have the right to know what personal information is collected, to request deletion, and to opt out of the sale of personal information. We do not sell personal information.

10. Data Security

We take reasonable technical and organizational measures to protect your personal information against unauthorized access, loss, or misuse. Payment transactions are processed through PCI-compliant third-party processors. No method of internet transmission is completely secure; we cannot guarantee absolute security but are committed to handling your data responsibly.

11. Third-Party Links

The Site may contain links to third-party websites. This policy does not apply to those sites. We encourage you to review the privacy policies of any third-party sites you visit.

12. Changes to This Policy

We will post any updates to this policy on this page with a revised effective date. For material changes — those that significantly affect how we use your data or your rights — we will notify active subscribers by email at least 30 days before the change takes effect. Continued use of the Site after that date constitutes acceptance of the updated policy.

13. Contact

For any questions, concerns, or requests related to this policy:

Marrs Media Inc.

17 Willingdon Blvd, Etobicoke, ON M8X 2H1, Canada

office@rue-morgue.com

We aim to respond to all privacy inquiries within 5 business days.

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