

## **Privacy Policy**

(current 11 February, 2019)

This policy sets out how we use the information that may be collected about you when you use the the seasurvival.ca website. This policy also explains the choices that you can make about the way that we use your information.

When you use the website some information that could identify you, your device, or your browser and some information about how you use the website may be collected. We call this "user information".

User information means data that we store electronically, on a computer, or in certain paper filing systems, relating to a living individual who can be identified from that data (or from that data and other nonpublic personal data in our possession).

### **In General**

We collect some user information from you automatically to help improve the website and we keep user information about how you use the website.

We may directly collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the website. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving the website.

We do not operate our own servers or own server logs or have control over the information that may be contained in them. These server logs may include anonymous information such as your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. However, information like this is the type of information that maybe reported to us through third party analytics tools.

We may also collect information directly from you if you transact through the website such as your email and physical address, telephone number and survey information.

As a general statement, we try keep as little information about you as possible because it is of little value to us other than for compliance with authorities and staying in touch with you and to help us improve the website.

### **What We Collect**

#### **Information you provide us directly**

We may ask for certain information such as a username, your first and last name, age, phone

number, and e-mail address when you use the website or if you correspond with us. We may also retain any messages you send to us. We use this information to operate, maintain, and provide to you the features and functionality of the website experience. We may also use this information to correspond with you, and to address any issues you raise about your experience.

### **Information we may receive from third parties**

We may receive information about you from third parties. For example, if you "sign-up" or "register" through the website or you make a payment through the website with a third party processor or, for example, you connect through Facebook Connect, by "following," or "liking," us, that third party may pass certain information about your use of its service to us. This information could include, but is not limited to, the user ID associated with your account (for example, your Facebook UID), an access token necessary to access that service, any information that you have permitted the third party to share with us, and any information you have made public in connection with that service. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to us. You may also unlink your third party account from us by adjusting your settings on the third party service. If you unlink your third party account, we will no longer receive information collected about you in connection with that service.

### **Information we collect from you automatically**

We may directly collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service. These tools collect information sent by your browser or mobile device, including the pages you visit and other information that assists us in improving the Service.

### **Cookies information**

The website is fully functional without cookies. A cookie may convey information to us about how you use the website (e.g., the pages you view, the links you click and other actions you take on the Service), and allow us or our business partners to track your usage of the website over time. We do not exercise control over third parties use of cookies for example the website hosting service, mail and/or payment processors. You should assume they use cookies if you do not read their privacy policies.

You can control or reset your cookies through your web browser, which will allow you to customise your cookie preferences and to refuse all cookies or to indicate when a cookie is being sent. However, some features of the website experience may not function properly if the ability to accept cookies is disabled.

### **Clear gifs/web beacons information**

We may use, or have access to third party information from clear GIFs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. This

information allows for more accurate reporting and improvement of the website.

### **How We Use Information About You**

For data analytics: We use information about you to help us improve the website and our users' experience, including by monitoring aggregate metrics such as total number of visitors, traffic, location and demographic patterns.

To communicate with you: We use your contact information to get in touch with you and to send communications about elements of the website. For example, we may send you emails about technical issues, security alerts or administrative matters.

To promote and drive engagement with the website: we use your contact information to get in touch with you about features and offers relating to the website that we think you would be interested in. You can opt-out of getting these communications.

For transactions: we use information about you to contact you and keep records of transactions that we may be required to keep by law.

If you have consented to our use of your information you may withdraw that consent at any time. You can withdraw your consent by emailing [privacy@seasurvival.ca](mailto:privacy@seasurvival.ca).

### **How Information About You is Shared**

We will not rent or sell your information into third parties outside the website.

We may share your information with third-party service providers for the purpose of facilitating access to services you may request through the website. Those service providers will only be provided with access to your information as is reasonably necessary for the purpose they are engaged for.

Some of the third parties that we may share your personal information with include providers who assist us with functions such as:

Billing;

Customer support and customer management;

Email services;

Hosting and storage;

Analytics; and

Delivery of services or physical products.

### **How long we keep your user information**

After you use the website we may retain your user information for a reasonable time, and for as long as we have a valid purpose to do so. In particular, we may retain your information for the purpose of compliance with legal and audit obligations, to communicate with you, and for backup and archival purposes.

### **Rights in respect of your Information**

The laws of some countries grant particular rights in respect of personal information. Users in those jurisdictions may have the right to:

- Request a copy of your information;
- Request that we correct inaccuracies relating to your information;
- Request that your information be deleted or that we restrict access to it;
- Request a structured electronic version of your information; and
- Object to our use of your information;

Should you wish to make a request in respect of your personal information please contact us at [privacy@seasurvival.ca](mailto:privacy@seasurvival.ca).

### **Links to other websites and services**

We are not responsible for the practices employed by websites or services linked to or from the website, including the information or content contained therein. Please remember that when you use a link to go from the website to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible for and we do not exercise control over any third-parties that you authorize to access your user information. If you are using a third-party website or service (like Facebook) and you allow such a third-party access to your user information you do so at your own risk. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the website.

### **How to contact us**

If you have any questions about this Privacy Policy or the website, please contact us at [privacy@seasurvival.ca](mailto:privacy@seasurvival.ca).

