

## **Privacy Policy Notice (Alive Learning)**

It is Alive Learning's policy to respect your privacy regarding any information we may collect. Alive Learning ("us", "we", or "our") operates the <https://www.alivelearning.ca> website (the "Site"). Accordingly, we have developed this privacy policy in order for you to understand how we collect, use, communicate, disclose and otherwise make use of personal information. We have outlined our privacy policy below. It will notify you of the following:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

### **Information Collection, Use, and Sharing**

Personal information is defined as any piece of information, either factual or subjective, about an identifiable individual. Personal Information does not include the name, title, business address or telephone number of an employee of an organization.

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us through email, account set-up or other direct contact from you. We will not sell or rent this information to anyone. The information you choose to submit is protected under the Canadian Federal Privacy Act.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to process an order or send receipt of payment.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

While we always respect your privacy and safeguarded all Personal Information, we have strengthened our commitment to this goal. Our customers login and user information is secured via SSL (Secure Sockets Layer) communication. In addition, your passwords are not

stored in the database, but rather through a hashing function. This means that even in the event of a database breach, the passwords cannot be restored/accessed.

Personal Information may include your name, mailing address, email address, phone number and medical information (eg. Allergies - perfumes, food etc.). When you decide to input your credit card information for a payment, again, our Site host works with the Secure Socket Layer (SSL) system for encrypting credit card information, which protects your information. They are also PCI Data Security Standards (DSS) compliant and are accredited as a level 1 service provider and merchant.

As a user, there are a few things that you can do to help keep your account secure. When choosing a password, make sure to choose one which is both memorable to you, but also hard to guess. Keep your login information private. Sign out of your accounts/ email when you leave your/the computer. This is especially important for shared computers. Do not allow your browser to save your password. This is especially important for shared computers.

## **Your Access to and Control Over Information**

You may opt out of any future contacts from us at any time. You can contact us and ask us about the following at any time via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

## **Sharing**

We share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

## **Security**

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

## **Cookies**

Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

We use "cookies" on this site to facilitate your shopping cart and online order. Usage of a cookie is in no way linked to any personally identifiable information on our site. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service. If you do not instruct your browser to refuse all cookies or to indicate when a cookie is being sent, your consent to our use of your Personal Information may be implied.

Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

**If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 226.927.5055 or via email at [leanne@alivelearning.ca](mailto:leanne@alivelearning.ca).**

## **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable

## **Surveys & Contests**

From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site

## **Stopping Communication and Notifications**

If you would like to stop the receipt of any promotional emails received from Alive Learning or its business partners, please **contact us via telephone at 226.927.5055 or via email at [leanne@alivelearning.ca](mailto:leanne@alivelearning.ca)**. Please include your account information and the specific action that you would like to be taken.