

# Privacy Policy

Posted 11/17/2023

Last Updated 11/17/2023

## **Introduction.**

This Privacy Policy outlines PowerLift Door Consultant, Inc.'s ("we," "our," or "the Company"), and its subsidiaries' and affiliates', practices with respect to information collected from Users who access our website at <https://powerliftdoors.com/> ("Site"), or otherwise share personal information (meaning, any information which may potentially allow your identification with reasonable means; hereinafter "Personal Information") with us (collectively "Users," "you," or "your"). An easy to understand summary of PowerLift's policies and practices for managing Personal Information can be requested by you; see the "How to Contact Us" section below. Capitalized terms used but not defined in this Privacy Policy have the meanings given to them in the Terms and Conditions of Use found on the Site.

## **Grounds for data collection.**

Processing of your information, including your Personal Information, is necessary for the performance of our contractual obligations towards you and providing you with our services, to protect our legitimate interests and for compliance with legal and financial regulatory obligations to which we are subject.

When you use the Site, you consent to the collection, storage, use, disclosure, and other uses of your Personal Information as described in this Privacy Policy, unless you inform us that you elect to exercise a right available to you regarding that Personal Information as stated herein. We do not rent, sell, or share Users' information with third parties except as described in this Privacy Policy.

We encourage our Users to carefully read the Privacy Policy whenever you access the Site or otherwise interact with us to stay informed about our privacy practices and the ways in which you can exercise available options over these practices. The date noted at the beginning of the Privacy Policy will be updated each time the Privacy Policy changes.

## **How do we receive information about you?**

We receive information, including your Personal Information, from various sources:

- When you voluntarily provide us your personal details in order to request a quote or contact us on our Site;
- When you register an account, use, or access our Site in connection with your use of our services;
- From third party providers, services, and public registers (for example, traffic analytics vendors).

## **What information do we collect?**

The information we collect varies based on how you interact with the Site. We collect and process information about you as necessary to provide the services you use, operate our business, meet our contractual and legal obligations, protect the security of our systems and Users, or fulfill other legitimate interests.

We collect two types of data and information from Users.

The first type of information is un-identified and non-identifiable information pertaining to a User(s), which may be made available or gathered via your use of the Site (“Non-personal Information”). We are not aware of the identity of a User from which the Non-personal Information was collected. Non-personal Information which is being collected may include your aggregated usage information and technical information transmitted by your device, including certain software and hardware information (e.g. the type of browser and operating system your device uses, language preference, access time, etc.) in order to enhance the functionality of our Site. We may also collect information on your activity on the Site (e.g. pages viewed, online browsing, clicks, actions, etc.). We also may collect information from your device. Such information includes geolocation data, IP address, unique identifiers (e.g. MAC address and UUID) and other information which relates to your activity through the Site.

The second type of information is your Personal Information, and includes:

- Name
- Address
- Email address
- Phone number.

The table below sets forth how we may collect and use your information.

Category of Information	Purpose
<p><b>Information You Provide</b> We collect the information you provide to us as follows:</p>	
<p><b>Account Information</b> This includes Personal Information we collect when you request a quote, complete the contact form, or create an account on our Site. Account information includes your name, email address, postal address, phone number, and any other account-related information you choose to provide.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide, maintain and improve our Services;</li> <li>• send you notices, updates, security alerts and support and administrative messages;</li> <li>• present you with content that is relevant to you;</li> <li>• communicate with you about products, services, offers, promotions, rewards, and events offered by us, and provide news and information we think will be of interest to you.</li> </ul>
<p><b>Sensitive Personal Information</b> This includes government-issued identifying numbers, such as a driver’s license, passport or social security number, financial account details that allow access to an account, such as a credit card number and access code, genetic data, precise geolocation, race or ethnicity, religious or philosophical beliefs, union</p>	<p>We may use this information</p> <ul style="list-style-type: none"> <li>• As necessary to provide the services and maintain and service your account;</li> <li>• To ensure security and integrity regarding the use of such personal information;</li> <li>• To verify or maintain the safety and quality of the services;</li> </ul>

<p>membership, contents of mail email or text messages, biometric data related to your unique identification,</p>	<ul style="list-style-type: none"> <li>• As necessary to comply with a legal obligation, or for our legitimate business interests.</li> </ul>
<p><b>Identification Information</b> We may collect certain personal information from you for purposes of verifying your identity or assisting with your creation of a payment account through our third-party payment processing provider.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• Help facilitate payments through our third-party payment processor;</li> <li>• attempt to detect, investigate and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others.</li> </ul>
<p><b>Communication Information</b> This includes the content of any communications you send to us and receive from us.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide, maintain and improve our services;</li> <li>• attempt to detect, investigate and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others;</li> <li>• respond to your comments, questions and requests and provide customer service.</li> </ul>
<p><b>Content and Files</b> This includes the any photos, videos, documents, and other files you send to us.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide, maintain and improve our services;</li> <li>• attempt to detect, investigate and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others.</li> </ul>
<p><b>Other Information</b> This includes all other Personal Information you provide to us, such as when you submit a request, provide us with information regarding the services we are providing, communicate with us via third parties, request customer support, or otherwise communicate with us.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• respond to your comments, questions and requests and provide customer service;</li> <li>• communicate with you about products, services, offers, promotions, rewards, and events offered by us and others, and provide news and information we think will be of interest to you, if any;</li> <li>• facilitate contests, sweepstakes and promotions and process and deliver entries and rewards, if any;</li> <li>• carry out any other purpose described to you at the time the information is collected.</li> </ul>

**Information Collected Automatically by Your Use of the Site and/or Our Services**

When you access or use the Site or our services, we may automatically collect information about you, as follows:

<p><b>Usage Information</b> We collect and log information about your use of the Site, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our services, and information regarding your interactions with our sites and applications.</p>	<p>We use this information to</p> <ul style="list-style-type: none"><li>• provide requested services to you on your device;</li><li>• provide, maintain and improve our services;</li><li>• send you technical notices, updates, security alerts and support and administrative messages, if any;</li><li>• attempt to detect, investigate and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others;</li><li>• link or combine with information we get from other sources to help understand your needs and provide you with better service.</li></ul>
<p><b>Device Information</b> We collect information about the computer or mobile device you use to access our Site, including the hardware model, operating system and version, unique device identifiers, mobile network information, and whether notification and location permissions are enabled.</p>	
<p><b>Location Information</b> We may collect information about the location of your device each time you access or use certain features of the Site or otherwise consent to the collection of this information. For more details, please see “Your Options” below.</p>	
<p><b>Cookie Information</b> We use various technologies to provide our services and collect information, including cookies (“Cookies”). Most browsers are set to accept cookies, and you can elect change this.</p>	

In addition to the different uses listed above, we may transfer or disclose Personal Information to our subsidiaries, affiliated companies and subcontractors, some of which may be located in different jurisdictions across the world, for any of the following purposes:

- Hosting and operating our Site;
- Providing you with our services, including providing an account on our Site;
- Storing and processing User information on our behalf; and
- Performing research, technical diagnostics or analytics.

We may also disclose information if we have a good faith to belief that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our policies (including our Terms), including

investigations of potential violations thereof; (iii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iv) to establish or exercise our rights to defend against legal claims; (v) prevent harm to the rights, property or safety of us, our users, yourself or any third party; or (vi) for the purpose of collaborating with law enforcement agencies and/or in case we find it necessary in order to enforce intellectual property or other legal rights.

### **User Rights.**

You may request to:

- Receive confirmation as to whether or not Personal Information concerning you is being processed and access your stored Personal Information. You may request a report about your Personal Information that is collected, how it is collected, reasons for its collection, and with whom the information is shared or sold for the prior 12 months.
- Receive a copy of the Personal Information you directly provided to us in a structured, commonly used, and machine-readable format.
- Request rectification of your Personal Information that is in our control. This includes correcting inaccurate Personal information that we have; you can correct the information by sending us the corrected information or may request us to correct it for you.
- Request erasure of your Personal Information that we have in our control.
- Object to the processing of Personal Information by us.
- Request to restrict processing of your Personal Information by us.
- Lodge a complaint with a supervisory authority regarding your Personal Information.
- Opt-out of the selling or sharing of your Personal Information.
- Limit the use and disclosure of sensitive Personal Information collected by us, if any, about you to only those uses and disclosures required for us to provide the services.

Please note that these rights may be subject to legal and regulatory requirements, or as otherwise restricted by law.

If you wish to exercise any of the aforementioned rights, or receive more information, please contact our office at [sales@powerliftdoors.com](mailto:sales@powerliftdoors.com).

Under the California Consumer Privacy Act of 2018, as amended (“CCPA”), among other rights, California consumers (“CA Consumer”) have the right to non-discrimination for exercising their rights under the CCPA. We cannot deny the services, charge a CA Consumer a different price, or provide a different level of Services to a CA Consumer that exercises their rights under the CCPA. If a CA Consumer refuses to provide certain information that is necessary for us to provide the services, we may not be able to provide the CA Consumer with the services in whole or in part or at the same level as other customers.

### **European Data Protection; Scope of Services.**

We are located in the United States and do not provide services outside of the United States and its territories, and Canada. The Site and our services are not permitted for use by anyone that is living outside of the United States, its territories, or Canada.

### **Retention.**

We will retain your information, including your Personal Information for as long as necessary to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable time.

We may rectify, replenish, or remove incomplete or inaccurate information, at any time and at our own discretion.

### **Cookies.**

We and our trusted partners use cookies and other technologies in our related services, including when you visit our Site or access our services. A "cookie" is a small piece of information that a website assigns to your device while you are viewing a website. Cookies are very helpful and can be used for various different purposes. These purposes include allowing you to navigate between pages efficiently, enable automatic activation of certain features, remembering your preferences and making the interaction between you and our Services quicker and easier. Cookies are also used to help ensure that the advertisements you see are relevant to you and your interests and to compile statistical data on your use of our Services.

The Site uses the following types of cookies:

- 'session cookies' which are stored only temporarily during a browsing session in order to allow normal use of the system and are deleted from your device when the browser is closed;
- 'persistent cookies' which are read only by the Site, saved on your computer for a fixed period and are not deleted when the browser is closed. Such cookies are used where we need to know who you are for repeat visits, for example to allow us to store your preferences for the next sign-in;
- 'third party cookies' which are set by other online services who run content on the page you are viewing, for example by third party analytics companies who monitor and analyze our web access.

Cookies do not contain any information that personally identifies you, but Personal Information that we store about you may be linked, by us, to the information stored in and obtained from cookies. You may remove the cookies by following the instructions of your device preferences; however, if you choose to disable cookies, some features of our Site may not operate properly and your online experience may be limited. For more general information on cookies, including how to see what cookies have been set on your device and how to manage or delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

We also use a tool called "Google Analytics" to collect information about your use of the Site. Google Analytics collects information such as how often users access the Site, what pages they visit when they do so, etc. We use the information we get from Google Analytics only to improve

our Site and services. We do not combine the information collected through the use of Google Analytics with your Personal Information or any personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to this Site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy.

### **Third party collection of information.**

Our Privacy Policy only addresses the use and disclosure of information we collect from you. To the extent you disclose your information to other parties or sites throughout the internet, different rules may apply to their use or disclosure of the information you disclose to them. Accordingly, we encourage you to read the terms and conditions and privacy policy of each third party that you choose to disclose information to.

This Privacy Policy does not apply to the practices of companies that we do not own or control, or to individuals whom we do not employ or manage, including any of the third parties which we may disclose information as set forth in this Privacy Policy.

### **Location of your information.**

The information we collect may be stored and processed in Canada, in the United States, or in any other country where we or our affiliates, subsidiaries, or service providers maintain facilities. We take steps designed to ensure that the information we collect is processed according to the provisions of this Privacy Policy and applicable law wherever the information is located.

### **Marketing.**

We may use your Personal Information ourselves or by using our third-party subcontractors for the purpose of providing you with information concerning our services that we believe may interest you.

Out of respect to your right to privacy we provide you with such information with the means to decline receiving further marketing offers from us. If you unsubscribe we will remove your email address or telephone number from our marketing distribution lists. If you have any questions, or are having issues unsubscribing, please contact our office at [sales@powerliftdoors.com](mailto:sales@powerliftdoors.com).

Please note that even if you have unsubscribed from receiving marketing emails from us, we may send you other types of important e-mail communications without offering you the opportunity to opt out of receiving them. These may include customer service announcements or administrative notices.

### **Minors.**

We understand the importance of protecting children's privacy, especially in an online environment. The Site is not designed for or directed at anyone under the age of 18 years old ("Minors"). Under no circumstances shall we allow use of our services by Minors without prior confirmed consent or authorization by a parent or legal guardian. We do not knowingly collect Personal Information from Minors. If a parent or guardian becomes aware that his or her minor child has provided us with Personal Information without their consent, he or she should contact us at [sales@powerliftdoors.com](mailto:sales@powerliftdoors.com).

**Updates or amendments to this Privacy Policy.**

We reserve the right to periodically amend or revise the Privacy Policy; material changes will be effective immediately upon the display of the revised Privacy Policy. The last revision will be reflected in the "Last Updated" post at the beginning of this Privacy Policy. Your continued use of the Site, following the notification of such amendments on our website, constitutes your acknowledgment and consent of such amendments to the Privacy Policy and your agreement to be bound by the terms of such amendments.

**How to contact us.**

If you have any general questions, or wish to lodge a complaint, about the Site or the information we collect about you and how we use it, you can contact us at [sales@powerliftdoors.com](mailto:sales@powerliftdoors.com).