

## TRAFx PRIVACY POLICY



This Privacy Policy explains how TRAFx Research Ltd. (TRAFx) treats your personal information. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available. Non-personal information includes information that does not personally identify you and cannot be used to contact you or identify you. It is information of an anonymous nature. Common examples in the context of our business include your IP address and browser type, and the pages you visit on our website.

From time to time, we may make changes to this Privacy Policy. We will post the date of modification at the top of this document. We strongly encourage you to refer back to the Privacy Policy periodically.

### Personal Information

TRAFx is committed to safeguarding the personal information entrusted to us by our customers and other members of the public. We endeavor to manage your personal information in accordance with Alberta's Personal Information Protection Act and other applicable laws.

In the course of doing business with and serving you, we may occasionally collect and maintain information that includes personal information:

- contact and identification information, such as your name, address, telephone number, and e-mail address;
- products and service related information including the products/services we provide to you;
- customer relationship information (written correspondence, faxes, emails, etc.)

We collect only the personal information that we require for the purposes of doing business with you and serving you, including personal information required to:

- establish and maintain a responsible business relationship with you
- understand your product and service needs
- offer ongoing services and support
- manage and develop our business operations
- review the products and services we provide to (a) ensure we are meeting your requirements and (b) continually improve our products and services
- inform you of additional products and services which we provide
- meet any other reasonable purpose to which you consent
- meet applicable legal and regulatory requirements

Below are the practices and principles we follow in protecting your personal information.

We inform or make plain to you the purpose for which personal information is collected at the time it is collected. In most all cases, the personal information we collect is for an obvious purpose. For example, if you wish to place an order with us, we require you to write your first and last name, along with your business address and telephone number on an order form.

By volunteering personal information for an obvious purpose (e.g., placing an order) we assume your consent to collect, use, and disclose it for that specific purpose, except as authorized by law. For example, if you fill out our order form, we assume that we can disclose your name and address on the package for purpose of delivery.

Personal information collected for one purpose is not used for other purposes without the consent or knowledge of the person from whom it was collected. For example, we do not disclose your personal information to third parties such as other businesses without your expressed consent.

We protect customer information in a manner appropriate for the sensitivity of the information. We make every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any

unauthorized access to personal information.

Your information is retained only for as long as is reasonable to fulfill the purposes for which the information was collected or for legal or business purposes.

We make every reasonable effort to ensure that customer information is accurate and complete. We rely on you to notify us if there is a change to your personal information that may affect your relationship with us.

Regarding the public portions of our website, you are welcome to visit and explore, and you can do so without giving us any personal information about yourself. Our site may have activities designed specifically to bring products and services to our customers. Here, we may need information about you so we can provide the services that you request.

Customers of TRAFx generally have a right of access to their own personal information in our records. Where access would violate the privacy of another customer or individual any given customer would be denied access. Requests for information must be made in writing to TRAFx. You must provide sufficient information in your request to allow us to identify the information you are seeking. We will respond to your request within 30 calendar days, unless an extension is granted. We may charge a reasonable fee to provide the information. We will advise you of any fees that may apply before beginning to process your request.

If you have any questions or concerns regarding our Privacy Policy, please contact us at [info@trafx.net](mailto:info@trafx.net)