

# Privacy Policy

Last Revised: November 2021

## Your Privacy is Important to Us

To maintain our level of customer support, we require certain information about our customers. Control Associates has taken measures to ensure the privacy and confidentiality of information we collect in accordance with the applicable provincial and federal privacy legislation.

Control Associates (including its affiliates, divisions and related companies) is committed to controlling the collection, use and disclosure of personal information provided by you, our customer.

This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

## Personal Information We Collect

Personal information is information about you, the individual. It includes your contact information (i.e., first and last name, business address, business phone and fax number, business e-mail address, etc). and may also include data about the types of products, services and solutions you use or in which you have an interest. If you have attended any of our certified schools or training courses, it may also include your educational history with us. This information is used for the following purposes:

- To establish and maintain responsible commercial relations with you and to provide you with ongoing customer service
- To better understand your current and future needs
- To communicate information about new products, services or solutions we think you may have an interest in

- To alert you to important safety notices regarding products and services you may have purchased from us

### **Consent to Use Personal Information**

Consent may be obtained in various ways. We may obtain your express consent or we may determine that consent has been implied by the circumstances. For example, should you log in to our website and fill in the required form or reply to an e-mail, we would determine that consent has been given to use that information to serve your needs. Likewise, should you verbally provide personal information to a Control Associates employee, we would assume that consent to use this information is implied. In any case, we would safeguard this information against unauthorized use.

Since it is our culture and philosophy to respect our relationship with you, consent may be withdrawn by you at any time either verbally to a Control Associates employee, or by written or e-mail notification to us.

### **Sharing Personal Information with Others**

We do not sell customer lists or personal information to others. In providing you with our products, solutions and services, we may need to disclose the personal information we collect to suppliers or subsidiaries. This is for the sole purpose of providing you with the right solution for your need and serving you better.

We may also use this information to assess your future needs and to offer the products and services that may best meet those needs. In these cases, should you not wish to hear from us in this manner, we will do our best to provide a simple method for you to have your name and information removed upon request.

### **How we Safeguard Personal Information**

At Control Associates, we have physical, electronic, and procedural safeguards to protect our systems and personal information under our control against unauthorized access and use.

If we provide our suppliers with any personal information, we will advise them that suppliers are required to maintain customer confidentiality, and may not use the information for any unauthorized purpose.

Employees are governed by standards and policies to ensure that personal information is secure and treated with care and respect.

## **Information Related to Website Use**

Our primary goal in collecting personal information is to provide you with useful content and services.

Personally identifiable information means any information collected online that could serve to identify you, such as, first and last name, physical address, e-mail address, telephone number and any combination of personal information that could be used to determine identity. We collect personally identifiable information when you provide it to us, such as when you register on one of our sites, when you request a quotation, when you subscribe for an e-mail newsletter or when you register to use certain services. Several of the services that we offer on our sites may require registration as a condition of use. Once you register with one of our Control Associates sites you are no longer anonymous to us. We may also receive information about you from other sources including our suppliers and add it to the information you provided to us.

Users who would rather not provide any of the information requested by our registration process will still be able to view the public access portions of our sites without registering.

Your Internet browser has a feature called "cookies" which stores small amounts of data on your computer about your visit to any of our sites. You do not need to have cookies turned on to visit most of our sites, although active participation in certain areas of our sites may require cookies. Cookies alone tell us nothing about who you are unless you specifically give us personally identifiable information, in which case we use that information to enhance the services provided to you in the ways described below. You may elect not to allow cookies by adjusting your settings on your browser.

We may use technologies, including electronic images--sometimes called transparent GIFs, clear GIFs, or beacons--that allow us to track general user traffic patterns. We may also automatically receive and record information from our servers and from your browser, including your IP address, the time of your visit to pages on our site, and information about pages you visited. Unless you have registered for one of our products or services, the information we gather through the use of tracking technologies cannot be matched with any personally identifiable information about you unless you have specifically given us personally identifiable information, in which case we use that information to enhance your services in the ways described below.

*We use cookies and tracking technologies in a variety of ways, including:*

- Keeping count of return visits to our sites

- Accumulating and reporting anonymous, aggregate (data collected in mass), statistical information on website usage
- Determining which features our overall user population use the most

*We use the information we gather through our website:*

- To enhance the user experience in our network of sites. We use tracking information to determine how well each page performs overall based on aggregate user demographics and traffic patterns to those pages. This helps us continue to build a better service for you
- To fulfill your requests for certain products and services, such as sending out electronic newsletters and enabling users to participate in on-line registrations, message boards, etc.
- To send you information you agreed to receive about topics we think will be of interest to you

### **Changes To Our Privacy Policy**

It is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this Privacy Policy to check for any changes.

Should you have any questions or concerns regarding Control Associates' Privacy Policy, please email us.

If you wish to be removed from our mailing lists or have concerns as to the accuracy of information, please email us.