



LOCAL LINE

PRIVACY POLICY FOR LOCAL LINE **localline.ca**

Last Revised: February 7, 2017

Your privacy is important to us and we encourage you to familiarize yourself with our privacy practices set forth herein.

By accessing or otherwise using the website operated by us or any applications operated by us, you agree to be bound contractually by this Privacy Policy. Localline (also referred to herein as “we”, “us”, “our” and similar terms), operates the website. This Privacy Policy applies to information collected, used and maintained by us in conjunction with the use of our services and website. The following information explains our information gathering and dissemination practices.

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

The Right to Modify

We reserve the right to modify this Privacy Policy at any time by posting amended terms on the Website or otherwise notifying you of changes to this Privacy Policy. Your continued use after such amendment following the Effective Date indicates your acceptance of the amended Privacy Policy. You should check this Privacy Policy periodically for modifications by referencing the Effective Date posted above. Unless stated otherwise, our current Privacy Policy applies to all Personally Identifiable Information that we have about you. However, we will not materially change our policies and practices to make them less protective of personally identifiable information collected in the past without the consent of affected users.

What personal information do we collect from people that register on localline.ca?

When ordering or registering on our site, as appropriate, you may be required to supply certain personal data, including but not limited to your name, email address, mailing address, phone number, Business Name or other details to help you with your experience.

When do we collect information?

We collect information from you when you register on our site, subscribe to a newsletter or enter information on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To ask for ratings and reviews of services or products
- To follow up with them after correspondence (live chat, email or phone inquiries)

We also collect and use information about your use, and the use by other customers, of the Services in order to improve and enhance the Services, to repair errors or bugs, and to develop new versions of the Services,

How do we protect your information?

We do not use vulnerability scanning and/or scanning to PCI standards.

We only provide articles and information. We never ask for credit card numbers.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. . Our employees or Outside Contractors are required by us to maintain and uphold your privacy and security and are aware of our privacy and security policies and/or abide by their own privacy and security policies in order to safeguard your information. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Unfortunately, data transmissions made by means of the Internet cannot be made absolutely secure. Please keep in mind that if you give out Personally Identifiable Information online, such information may be collected and used by unauthorized third parties.

Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or

service provider's systems to recognize your browser and capture and remember certain information. Cookies in and of themselves do not personally identify users, although they do identify a device or a user's computer. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

We may receive and store other types of information automatically when you access the Site as well. For example, each time you visit the Site, we automatically collect your IP address. We collect and may store information about your use of the Site, such as your search activity, the pages you view, and the date and time of your visit. We may also collect and may store information that your computer or mobile device provides to us in connection with your use of the Site, such as your browser type, browser language, mobile carrier, unique device identifier, and location. We gather aggregated tracking information derived mainly by tallying page views throughout our Site. This information allows us to better tailor our content to our customers' needs and to better understand the demographics of our audience.

If users disable cookies in their browser:

If you turn cookies off, some features will be disabled. Some of the features that make your site experience more efficient and may not function properly. However, you will still be able to place orders over the telephone by contacting customer service.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Where permitted by law, we may share information from or about you with subsidiaries, joint ventures, or other companies under common control, in which case we will require them to honour this Privacy Policy

If we are acquired by or merged with another entity, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected about you to the other company. Our successors and assigns may collect and use your information for substantially similar purposes as described in this Privacy Policy

Third-party links

Our Websites may contain hyperlinks to websites of third parties (“**Third Party Websites**”) that can cause you to leave the website currently being browsed by the User. We provides these hyperlinks for convenience. The Third Party Websites are not under our control, therefore we have no control over the privacy and confidentiality practices of such Third Party Websites. Accordingly, any Personal Information that is transmitted by use of Third Party Websites is subject to the privacy policy of the relevant Third Party Websites. It is the responsibility of the Users to consult these policies in order to ensure that their Personal Information is being protected.

We may use social media (for example, Facebook and Twitter) in addition to the operation of the Website. Social media accounts are public and are not hosted by us. The Users who decide to interact with us through social media must therefore read the terms of service and privacy policies of these third-party suppliers of services and the applications used to have access to them.

The Personal Information that is provided to us by way of social media accounts is collected in order to record exchanges (for example, questions and answers, comments, “likes”, shared tweets) between the User and us. It may be used to answer requests, make statistical evaluations and to prepare reports and for all other purposes indicated in this Policy.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.
<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

We have implemented the following:

- Remarketing with Google AdSense
- Demographics and Interests Reporting

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

How does our site handle Do Not Track signals?

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third-party behavioral tracking?

It's also important to note that we do not allow third-party behavioral tracking

Fair Information Practices

In correspondence with Fair Information Practices we will take the following responsive action, should a data breach occur, we will notify the users via in-site notification within 7 business days. We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

Disclaimer

While we make reasonable efforts to maintain the security of personal information in our custody or control, please be advised that the Internet and email are inherently insecure media, and we accept no liability for the security or privacy of personal information in transit over the Internet.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

info@localline.ca

226-401-0347