

ErgoLife Privacy Policy

Last Updated: October 20, 2020

Effective: December 9, 2020

About:

This Privacy Policy is ErgoLife's way of sharing how we collect your information, why we need it, and how we use it. We understand that transparency and privacy is important to our customers, and we show that through our commitment to handling your personal information and data with integrity. This is because we CARE.

This Privacy Notice applies to all personally identifiable information about our customers and explains how personal information is collected, used or disclosed by ErgoLife. It also describes the measures we take to protect the security of your personal information. In addition, we describe the choices you can make about how we use the information you provide us. We tell you how you can reach us to review and update your contact information, change your privacy preferences, or answer any questions you may have about our privacy practices.

1. What personal information do we collect?

The personal information we collect from you will depend on how you interact with ErgoLife and can include:

- **Your name and contact details** (such as your email address, mailing address, phone number, and password)
- **Additional profile information** (such as date of birth, gender, location, and preferred language)

- **Your payment information** (such as your credit/debit card number, security/CVV code, and expiration date)
- **Your financing information** (such as social security number, date of birth, and income)
- **Your communications and contact history with us** (such as service call recordings, chat and instant messages, or communications with our social media channels)
- **Your purchasing activity** (how regularly you make purchases, what types of products you purchase, the amount spent on purchases, what you've saved, what you've placed in your cart)
- **Your IP address** (which we store when you browse our website or other device identifier when you use a mobile device, geo-location)
- **Other information** (such as product reviews, forum posts, survey responses, participation in promotions, and other user-generated content)

2. How do we collect your personal information?

We collect your personal information when you:

- Purchase products and services from us in the showroom, online, or over the phone
- Return a product

- Access our website or use any of our mobile Apps. Our website also uses cookies. To find out more about the use of cookies and how you can manage them, please read our Cookie Policy
- Take part in a competition, prize draw, survey or other promotional activity organized by ErgoLife
- Create a customer profile on our website
- Contact our customer service team in store, online, or over the phone
- Engage with us on social media (by mentioning/tagging us or by contacting us directly)

3. How do we use your personal information?

- **To make our products and services available to you** (provide you with the products and services that you request or purchase from us and communicate with you regarding those products and services)
- **To provide customer service and understand your needs** (to offer you relevant information, products, and services to ensure you are satisfied as a customer, including troubleshooting in connection with purchases, responding to requests for services, or when you ask us questions in store, online or via telephone, including on social media)
- **To improve our website** (identify online usage trends, ensure our website is customer friendly and works properly and that our products and services are efficient and of high quality)

- **To personalize your shopping experience and improve our operations** (help you find products that are relevant to your buyer profile, helps with stock availability)
- **For security and compliance reasons** (Ensure the personal and financial information you provide to us is accurate, conduct fraud checks or prevent other illegal activity, protect our rights or property, and fulfil our legal and compliance-related obligations)

4. When (and with who) do we share your personal information?

ErgoLife shares your information with the following categorized recipients in order to provide our necessary services, which include our: Website, Service, and related services and offerings, to you, our valued customer:

- **Companies and individuals involved with;** the delivery of our products to you, this includes our suppliers, affiliated partners, payment service providers, logistics professionals and delivery and freight companies.
- **Our Marketing and Advertising Professionals** in order to obtain meaningful customer insights that will help improve both the overall shopping experience and customer service, this information will be anonymized.
- **Companies that are approved by you,** this includes social media sites (if you choose to link an account to us or tag us in a post) and payment processors and card issuing banks if you choose to use their services and offerings.
- **Government and Law Enforcement Agencies,** to comply with any necessary legal processes, or other legal requirements; and to pursue available legal

remedies or defend legal claims, this is to help combat any illegal or fraudulent activity and help to both detect and prevent crime.

ErgoLife only shares your information with the third parties disclosed in this privacy policy, with your consent.

Cookie Policy

ErgoLife uses cookies on our website to better personalize the shopping experience, this is done by collecting analytics pertaining to customer traffic. This information allows ErgoLife to optimize content and tailor the browsing experience to individuals. A cookie is a small text file that is stored on your internet browsing directory. ErgoLife uses the following types of cookies:

- **Functional Cookies**, which ensures the proper functioning of the website and allows for site navigation of the many features. This also allows us to remember customer preferences, such as language and location.
- **Advertising Cookies**, which allows ErgoLife to deliver personalized digital advertisements both on our site and third-party sites. We use company owned technology that creates personalized advertising content which is based upon our users previous browsing behavior.
- **Analytics Cookies**, which allow us to measure, track and analyze how our customers navigate and interact with our website, and subsequently provides us with information to improve the overall functionality of the site and shopping experience. ErgoLife uses Google Analytics as a platform that provides our

company reporting services on our customer interaction and site activity. To understand how Google Analytics uses data please visit: [How Google uses information from sites or apps that use our services – Privacy & Terms](#)

You are able to prevent the use of cookies by disabling it in the settings of your web browser. By disabling cookies your browser will no longer accept new cookies, and all previous cookies will be deleted. The disablement of cookies may limit certain features of our site such as the ability to remember/store items in your shopping cart between visits, and the receiving marketing content that is personalized to you.

Your rights

As a respected customer of ErgoLife you have the following rights:

- You have the right to refuse to give us your personal information while on our site.
- You have the right to have your personal information processed in a lawful manner and be transparently informed to how such personal information is being used by ErgoLife
- You have the right to opt-out, withdraw, or change your consent to our use and disclosure of your personal information to both ErgoLife and our third parties. This includes the option to opt-out of our marketing communications.
- You have the right to access, change or update any of the personal information you have previously disclosed to ErgoLife

How to contact us:

At ErgoLife it is our mission to address any questions or concerns our customers may have regarding our Privacy Policy. Please do not hesitate to contact us by writing us at the below:

customer.inquiries@ergolife.ca

ErgoLife Inc.
Attention: Legal Department
3 Edward Lane
Ottawa, ON K0A 1Z1