

404MOVERS Privacy Policy

Last Revised: February 16, 2022

At 404MOVERS, Inc. (“404MOVERS”), we appreciate the trust you place in us when you choose to visit our website and we take that responsibility seriously. This 404MOVERS Privacy Policy (the “Policy”) describes how we collect and use personal information about you when you visit our website, use our application, or call us on the phone. This Policy also includes the disclosures, rights, and obligations required for Canadian consumers and residents under the Canadian Consumer Privacy Protection Act (CCPA).

By “personal information”, we mean information that directly identifies you, such as your name, address, or email address. In this Policy, “we” and “our” mean 404MOVERS and “you” means any person who visits our website or uses our application.

What Information We Collect

We collect a variety of types of information:

- **Contact information**, such as your name, address, phone number, or email address;
- **Purchase information**, such as the items you purchase, payment method and payment information (such as debit or credit card number and information), billing and shipping address, and contact information (such as for receipts or order updates);
- **Preference information**, such as your contact and marketing preferences;
- **Profile and account information**, which may include Contact, Purchase, and Preference information as well as your account password, and other information about your profile or account;
- **Demographic information**, which may include age or birthdate, gender, ZIP code, and other information about you;
- **Call recordings** including information about your call and that you share when you call us on the phone;
- **Location information** of your device that you use with our application, if your device settings allow us to collect location information; and
- **Device and browsing information**, including information about your phone, tablet, computer, or device, and online browsing activity (collectively, “automatically collected information”). Automatically collected information may include IP addresses, unique device identifiers, cookie identifiers, device and browser settings and information, and Internet service provider information.

Automatically collected information also may include information about when and how you access and use our website or application, such as the date and time of your visit or use, the websites you visit before coming and after leaving our website, how you navigate and what you search for using our website and application, the website pages and items you view using our website and application, and the items you purchase.

How We Collect Information

We collect information on our website, through our application, and during calls with you. We also obtain information from you and from third parties. For example, we collect and obtain information:

- **You provide**, such as when you make a purchase, interact with a salesperson, visit or contact us, register for a Rewards or online account, participate in a contest or sweepstakes, respond to a survey, engage in a promotional activity, register to attend an event or appointment, apply for employment, or sign up for emails or marketing;
- **From wi-fi and mobile devices**, such information about your device when you use our store wi-fi services; and information about your device and location if you have installed our application on your device and your device is near our store or store systems (such as systems that offer personalized content), even if you are not currently using the application, though you can disable location sharing using your device or application settings;
- **From third parties**, such as service providers that we use, analytics companies, advertising networks and cooperatives, demographic companies, third parties that provide us with information about you and the different devices you use online, and other third parties that we choose to collaborate or work with;
- **From social media platforms and networks** that you use in connection with our website or application, or that share or allow you to share information with us, such as Facebook, Twitter, and Instagram. For example, if you use functionalities, plugins, widgets, or tools from social media platforms or networks in connection with our website or application (e.g., to log into an account, or to share inspiration, finds, purchases, and other content with your friends and followers on social media), we will collect the information that you share with us, or that those social media platforms or networks share with us. For more information about social media platform and network privacy practices, please review the privacy policies and settings of the social media platforms and networks that you use; and
- **Using cookies and automatic collection methods**. For example, we and third parties we work with may collect information from the computer, tablet, phone, or other device: that you install our application on; that you use to access our website; or that you use to open an email or click on an advertisement from us. This collection includes automatically collected information, and generally does not include personal information unless you provide it through our application or website or you choose to share it with us. Methods we use include:

- cookies (which may be session-based or persistent, and are typically small data files that are stored on your hard drive or in connection with your Internet browser);
- web beacons or tags (small images embedded into websites or emails that send information about your computer, tablet, phone, or other device when you visit our website, use our application, or open an email we send to you);
- website and application log files (which we tend to create automatically in connection with access to and use of our website and application);
- Flash cookies or Local Stored Objects (which may be placed using Adobe Flash software—learn more about privacy and storage settings for Flash cookies [here](#)); and
- other technologies (which may be similar to or different than the methods noted above).

How We Use Information

We use the information that we collect to conduct our business and to provide you with the best possible products, services, and experiences. We also may combine any or all of the information that we collect or obtain. Examples of how we use information include:

- **To provide you with products and services**, such as to: fulfill your orders and process your payments; process, maintain and service your account(s); and to provide you with products and services that we think you will like;
- **To respond to you**, such as when you: place an order; call us; make a request or inquiry; or share a comment or concern;
- **For marketing and advertising**, such as to: send you marketing and advertising communications; check creditworthiness; and to customize the marketing and advertising that we show you;
- **For analytics**, such as to: understand how you use our website and application; determine the methods and devices used to access our website and application; and improve our website and application;
- **For our business purposes**, such as: to operate and improve upon our business and lawful business activities; to maintain our programs, accounts, and records; for research; to determine your satisfaction with our products and services; to detect and prevent fraud or misuse of our services; and for any other business purpose that is permitted by law; and
- **For legal and safety purposes**, such as to: defend or protect us, our customers, you, or third parties, from harm or in legal proceedings; protect our rights; protect our security and the security of our customers, employees, and property; respond to court orders, lawsuits, subpoenas, and government

requests; address legal and regulatory compliance; and notify you of product recalls or safety issues.

How We Share Information

In general, we do not share personal information about you with third parties for third party marketing or advertising purposes. We may share personal information with third parties for other purposes. For example, we share personal information with:

- **Third parties and service providers** that provide products or services to us, that help us market or advertise to you, or that provide products or services to you. We may use third parties or service providers to perform any of the actions or activities allowed under this Policy;
- **Social media platforms and networks** such as Facebook, Google, Twitter, and Instagram that offer functionalities, plugins, widgets, or tools in connection with our website or application (e.g., to log into an account, or to share inspiration, finds, purchases, and other content with your friends and followers on social media). If you choose to use these functionalities, plugins, widgets, or tools, certain information may be shared with or collected by those social media companies—for more information about what information is shared or collected, and how it is used, see the applicable social media company's privacy policy;
- **Parties to business transactions** such as those we deal with in mergers, acquisitions, joint ventures, sales of assets, reorganizations, divestitures, dissolutions, bankruptcies, liquidations, or other types of business transactions. In these types of transactions, personal information may be shared, sold, or transferred, and it may be used subsequently by a third party; and
- **Additional third parties** such as law enforcement, government entities, courts, or other third parties as required or allowed by applicable law, such as for the legal and safety purposes described under the "How We Use Information" Section above, or otherwise to help prevent harm or fraud to us, you, our customers, or other third parties. We also may share personal information with third parties upon your request or with your approval, though we may not be able to accommodate all requests.

How Long We Will Keep Information

We retain your Personal Information for the length of time required for the specific purpose or purposes for which it was collected and we will securely delete that information once we no longer need it. In some cases, we may be obliged to store your Personal Information for a longer time, taking into account factors including: (a) legal obligation(s) under applicable law to retain data for a certain period of time; (b) statute of limitations under applicable law(s); and (c) guidelines issued by relevant data protection authorities.

Use of Personal Information.

404MOVERS may use, or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.
- To provide, support, personalize, and develop our Website, products, and services.
- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your Website experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our Website, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Website, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CPPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of 404MOVERS' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by 404MOVERS about our Website users is among the assets transferred.

404MOVERS will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Sharing Personal Information.

404MOVERS may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We share your personal information with the following categories of third parties:

- Service providers.
- Data aggregators.

How You Can Contact Us About this Policy

Questions about this policy may be directed to nhaimoun@maaloumatix.ca, or you can call us at (403) 929-7665