

# Privacy and Information Security

## **SIGA Home Comfort Privacy and Security Statement**

SIGA values and respects the privacy of its customers and visitors. The purpose of this Privacy and Security Statement is to provide you with information about how SIGA Home Comfort collects, uses, and shares the information we collect from our customers and visitors. It also describes the choices you can make about our use of your information. Our collection efforts are designed to improve the shopping experience of our customers and to provide customers relevant information about our products, services, and promotions.

### **About this Policy**

This Privacy and Security Statement describes the privacy practices of SIGA Home Comfort, and its subsidiaries, divisions, affiliates, brands and other companies (SIGA Home Comfort, “our”, or “we”). It applies to our interactions with our customers and visitors, including, but not limited to:

- Use of our websites, including mobile websites
- Visits to our online stores, or attendance at one of our events
- Use of our applications for mobile phones, tablets or other smart devices
- Phone and email communications
- Social media interactions on our websites and other third party websites like Facebook, YouTube, Pinterest, Google+, Instagram and Twitter
- Viewing our online advertisements or emails
- Through our authorized service providers

### **Information We Collect**

Contact information. We may collect the names and usernames of our customers and other visitors. Additionally, we may collect your purchase history, billing and

shipping addresses, phone numbers, email addresses, and other digital contact information. We may also collect information that you provide us about others.

Payment information. When you make a purchase we collect your payment information, including information from your credit card and authentication information, such as your signature via expiry date and CVN.

**Returns information.** When you return a product via an exchange to our distributors, you may be asked to provide your name, address, phone number and show information that identifies you, such as your driver's licence. We collect this information to process and track returns and to help detect and prevent fraud and otherwise administer our loss prevention program.

**Refunds are not provided: No Refunds.**

Demographic information. We may collect information about products or services that you like, as well as reviews you submit, or website pages you visit, during your online shopping experience. We might also collect information like your age or gender.

Location information. If you use our mobile websites or applications, we may collect location data obtained from your mobile device. If you use our websites, we may collect location data obtained from your IP address. We use this location data to find our nearest distributor to you, provide product pricing and availability and driving directions to your residence for product(s) delivery. If you would prefer not to provide us with your device's location information, you can control what location information is shared in the settings menu of your device.

Registration information. If you register on our websites or enter a contest, sweepstakes, promotion or other program offering, we collect personal information such as your name, email address and other information required to administer your participation in the program.

Other information. We may collect any of the information or content that you provide through our websites, mobile applications, or online forums. If you use our websites, we collect your IP (Internet Protocol) address and other related information such as the type of browser and operating system you are using. We might also track the

pages you visit, look at what website you came from, or what website you visit when you leave us. We collect this information using the tracking tools, such as Google Analytics and Google Webmaster Tools.

### **How Information is Collected**

We collect information directly from you. The following are a few examples of when we collect information from you:

- During website or survey registration
- In connection with an online purchase
- If you use an online forum, submit a question or answer to our Product Q & A, provide us with comments or reviews or contact our call centre
- If you upload or share a photo or other digital content through one of our websites, applications, or via social media interactions on third party websites like Facebook or Twitter.
- If you register for a loyalty program or apply for SIGA Home Comfort Newsletter or other subscription
- If you return a product or request and exchange
- If you request we send you an electronic copy of your online purchase receipt
- In connection with your interactions with us as a registered user of our websites. For example, when you use the features of our My Account tool like Express Checkout, Converge, Mondo Payment Gateway or other payment provider support provider; including participating banks or financial institutions..
- We collect information from you passively. We may use tracking tools like browser cookies, flash cookies, and web beacons. To learn more about these tools and how you can control them,

### **Our Tracking Techniques**

#### Tracking Tools We Use

We collect personal and other information about users over time and across different websites when you use this website or service. We also have third parties that

collect personal information this way. We or our vendors use several common online tracking tools to collect this information. These may include browser and flash cookies. We may also use web beacons and similar technologies. We or third parties may also collect or receive information from our mobile applications and others' applications and use that information to provide measurement services and targeted ads. We (and our third party service providers) also use these tools:

- To track visitors to our websites.
- To recognize returning customers.
- To learn what site referred you to our websites or mobile application.
- To store your password if you are registered on our website.
- To personalize your experience on our website, mobile application and on third-party social networking websites, plug-ins and applications.
- To collect and store geographic data determined by the IP address of your computer.
- To optimize and tailor our websites and mobile applications.
- To make product recommendations and provide you with advertising content in which we think you will be interested. As part of this customization, we may collect information about your online behaviour on our mobile applications, our websites or on other websites. We may also get information about your browsing history from our trusted business partners and vendors.
- So we can better understand our audience, our customers, our website visitors and mobile application users, and their respective interests.
- To provide correct pricing and ads for the local store you select.

### **Controlling Our Tracking Tools**

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies. Why? Because flash cookies cannot be controlled through your browser settings. Your mobile device may not give you the ability to control cookies. If you wish to block cookies on our mobile applications, you will need to delete the application from your mobile device. If you configure your computer to block cookies, you will limit the functionality we can provide when you visit our websites. If you

block or delete cookies, not all of the tracking that we have described in this policy will stop.

Our “Do Not Track” policy: Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. These browser features are not uniform, so we are not currently set up to respond to those signals.

We collect information from other sources. We may get information about you from third party business partners, like an updated address from a shipping vendor. We may collect information about you from a friend. For example, if your friend purchases something from us to send to you or if your friend provides your information through one of our refer-a-friend type features. If you use one of these features, please ensure that you only submit email addresses of individuals with whom you have a close personal or family relationship, who would be interested in receiving the communication, and who has authorized you to share their email address.

## **How We Use Information**

We use the information we collect for our business purposes, including:

To respond to your questions and requests. Examples include:

- Fulfilling orders, ensuring proper delivery or providing services such as an electronic copy of your receipt.
- Administering your participation in a contest sweepstakes or other promotion or sending you prizes you might have won
- Processing a return as a product exchange
- Responding to a product or service review

To improve our products and services. We may use your information to make website or product and service improvements.

To look at website trends and customer interests. We might use your information to customize your experience with us. We may also combine information we get from

you with information about you we have received from third parties or publicly available sources to assess trends and interests.

For security and loss prevention purposes. We may use your information to protect our company, our customers, or our websites.

For our marketing. In certain circumstances, we may send you communications about special SIGA Home Comfort promotions or offers. For example, if you have registered on a website or entered a contest and indicated you want to receive this information or if you sign-up to receive communications, via our online store. We may also notify you of new website features or product and service offerings. If permitted, we may also send information about offers from our Affiliates and other companies we think you might find interesting. To opt-out or manage our communications with you, simply send us an e-mail to: [sales@sigahomecomfort.com](mailto:sales@sigahomecomfort.com).

We may use information to deliver you marketing communications (including online ads) based on your interests or online behaviour. For example, if you view a product on our website and you request to be notified when it will be in stock or on sale.

To communicate with you about your account or our relationship. We may contact you to tell you about changes to this Privacy and Security Statement, the Terms of Use of our websites or mobile applications, or changes to any of our programs in which you might be enrolled. We may also tell you about issues with your orders or if there is a product recall or product defect or special details for product installation.

For social media. When you engage with our content on or through third-party social networking websites, plug-ins and applications, you may allow us to have access to certain social media account information (e.g., name, username, email address, gender) as determined by the settings of the social media services to deliver the content or as part of the operation of the website, plug-in or application. Social media platforms may collect information about your use of our services and may notify other users of the platform about your activities on our websites and mobile applications. Social media services may also use cookies or other technologies to provide services or track your online activities over time and across multiple websites

and mobile applications. Your interactions with social media features are governed by the respective privacy policies of the companies providing the features.

For de-identification purposes. We may also de-identify your personal information by cleansing it of information which might reasonably allow you to be identified, and aggregate this de-identified information with the de-identified information of other persons. We use de-identified information for internal business purposes, such as marketing, customer service, and business analytics.

For other uses we may disclose to you. We may also use personal information with your consent, and as otherwise permitted or required by law.

### **Information Sharing**

Your information will only be shared with your consent. We may forward your information to an lighting fixture installer, such as an Electrician, upon your request. We may, at your request, communicate with your building management, if you live in a condominium or apartment building to discuss our product details and related compliances with Electrical Codes and wattage or energy usage details for the same.

### **Your Privacy Preferences**

You can change your preferences to not receive marketing communications from us by emailing us, at: [sales@sigahomecomfort.com](mailto:sales@sigahomecomfort.com). Please allow up to ten (10) days for your preferences to be processed. Even if you opt out of receiving marketing messages, we may still contact you for transactional purposes like confirming or following up on an order or service request, responding to customer service inquiries, or notifying you of product recalls or warranty information.

Registered website users can update their information at the My Account section of our website. If you are not a registered website user, you can contact us by email.

### **Access to Personal Information**

You may access, update or correct inaccuracies in your personal information in our records in the following ways:

- As a registered user with our websites, you can access your profile information at any time by clicking on the “Sign In” button at the top of any page on the website on which you are registered.
- By contacting us using the information provided below in the Contact Us section.

### **Our Sites and Children**

Our websites and mobile applications are not created for children. To our knowledge we do not collect information online from children under 18. If you are a parent or guardian and think we have information about your child, please email: [sales@sigahomecomfort.com](mailto:sales@sigahomecomfort.com).

### **Security**

When you place orders on our websites, all of your order information, including your credit card number and delivery address, is transmitted through the Internet using Secure Sockets Layer (SSL) technology. SSL technology causes your browser to encrypt your order information before transmitting it to our secure server. SSL technology, an industry standard, is designed to prevent someone other than operators of our websites from capturing and viewing your personal information.

While we use industry standard means to protect our websites and your information, the Internet is not 100% secure. The measures we use are appropriate for the type of information we collect. We cannot promise that your use of our websites or mobile applications will be completely safe. We encourage you to use caution when using the Internet.

We maintain your personal information for as long as required for the purposes set out in this Privacy and Security Statement, or as otherwise required or permitted by law.

### **Links**

Our websites contain links to third party websites. If you click on one of those links, you will be taken to websites we do not control. This Privacy and Security Statement does not apply to the information practices of those websites. You should read the

privacy policies of other websites carefully. We are not responsible for the personal information practices of third party websites.

## **Contact Us**

If you have additional questions, or to access, update or correct inaccuracies in your personal information, you can call us at: (647) 330-2668, or reach us by email at [sales@sigahomecomfort.com](mailto:sales@sigahomecomfort.com).

You can write to us at:

Siga Home Comfort

Attention: Privacy Office

330 Hwy 7, Richmond Hill,

ON L4B 3P8

## **Changes to this Privacy and Security Statement**

Effective Date: June 30, 2020

From time to time we may change our privacy policies. We will notify you of any material changes to our Privacy and Security Statement by posting an updated copy on our website. Please check our website periodically for updates.

Our “Do Not Track” policy: Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. These browser features are not uniform, so we are not currently set up to respond to those signals. We suggest you use Incognito Window in Google Browser or cookie blockers or malware blockers or SPAM protection technology to ensure security.

## **My Account Registration and Use**

My Account registration is an optional service provided by our website. You do not have to register to browse or shop online. When you register, you are asked for personal information such as your name, address, phone number, email address, and a username and password that you select. You may also optionally provide

information regarding your interests and home improvement projects or register your credit cards. This information may be used to help make your online shopping quicker and easier, by pre-filling certain parts of your shopping information.

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