

Privacy Policy

Effective and Last Updated February, 2021

This website is owned and operated by **TFA Wise Applications** (the “Company”). We are committed to protecting the privacy of our visitors while they interact with the content, products and services on this site (the “Site”). This Privacy Policy applies to the Site only. It does not apply to other websites to which we link. You must check on any linked sites for the privacy policy that applies to that site and/or make any necessary inquiries in respect of that privacy policy with the operator of the linked site. These links to third party websites are provided as a convenience and are for informational purposes only. The Company does not endorse, and is not responsible for, these linked websites.

Because we gather certain types of information about our users, we want you to understand what information we collect about you, how we collect it, how that information is used, and how you can control our disclosure of it. You agree that your use of the Site signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Site. Your continued use of the Site signifies your acceptance of these terms and any changes in effect at the time of use.

1) Information Collected

We collect two types of information from you: i) information that you voluntarily provide to us (e.g. through a voluntary sign-ups, responses to surveys, search functions, questionnaires, feedback, comments, “Tell Your Story” forms and the like or emails); and ii) information that is derived through automated tracking mechanisms.

- **Voluntary Information for Services and Features** We collect personally identifiable information when you choose to use certain features of the Site, including: i) making purchases, ii) consenting to receive email or text messages about upcoming promotions or events, iii) consenting to receive email, iv) participating in our forums, surveys, search functions, contests, etc iv) commenting on articles, and others. When you choose to use these features, we might require you to provide your “Contact Information” in addition to other personal information that may be required to complete a transaction such as your phone number, billing and shipping addresses and credit card information. Occasionally, we may also request information such as your shopping preferences and demographics which will help us better serve you and our others users in the future.

- **Cookies**

The Company, in common with many web site operators, may use standard technology called "cookies" and other tracking technologies on its Site. Cookies are small data files that are downloaded onto your computer when you visit a particular web site. You can disable cookies by turning them off in your browser; however, some areas of the Site may not function properly if you do so.

Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set most browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser,

Third-Party Cookies: In the course of serving advertisements to this site, our third-party advertisers may place or recognise a unique "cookie" on your browser.

2) Referrals

You may choose to invite friends to join the Site by sending invitation emails via our invite feature. The Site stores the email addresses you provide so that the respondents may be added to your social network, confirm orders/purchases and also to send reminders of the invitations. The Site does not sell these email addresses or use them to send any other communication besides invitations and invitation reminders.

3) How We Use Your Information

The Site only uses your personal information for the original purposes it was given. The Company will not disclose personal information that you provide on the Site to any third parties other than to a Company agent except: i) in accordance with the terms of this Privacy Policy, or ii) to comply with legal requirements such as a law, regulation, warrant, subpoena or court order, and/or iii) if you are reporting an adverse event/side effect, in which case the Company may be required to disclose such information to bodies such as, but not limited to, Canadian and/or international regulatory authorities. Please note that any of these disclosures may involve the storage or processing of personal information outside of Canada and may therefore be subject to different privacy laws than those applicable in Canada, including laws that require the disclosure of personal information to governmental authorities under circumstances that are different than those that apply in Canada.

The Site will not disclose, use, give or sell any personal information to third parties for any purposes other than to our suppliers and other third parties who need to know in order to deliver services on behalf of the Site unless required to do so by law. Further, the Site reserves the right to contact you regarding matters relevant to the underlying service provided and/or the information collected.

Please note that personally identifiable information is used only to provide you with a more enjoyable, convenient online experience and to help us identify and/or provide information, products or services that may be of interest to you. We use your personally identifiable information to support and enhance your use of the Site and its features, including without limitation: fulfilling your order; providing customer service; tracking email invitations you send; and otherwise supporting your use of the Site.

The Site may use your personal information for target advertising toward you based on things such as region, gender, interests, goals, habits, etc.

We may permit certain trusted third parties to track usage, analyse data such as the source address that a page request is coming from, your IP address or domain name, the date and time of the page request, the referring Web site (if any) and other parameters in the URL. This is collected in order to better understand our Web site usage, and enhance the performance of services to maintain and operate the Site and certain features on the Site. We may use third

parties to host the Site; operate various features available on the Site; send emails; analyse data; provide search results and links and assist in fulfilling your orders.

Also, we may share personally identifiable or other information with our parent, subsidiaries, divisions, and affiliates.

We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganisation, stock sale or other change in control.

The Site may disclose Contact Information in special cases where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our terms and conditions of use or may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities.

WE ARE NOT LIABLE OR RESPONSIBLE FOR THE PERSONALLY IDENTIFIABLE OR OTHER INFORMATION YOU CHOOSE TO SUBMIT IN FORUMS SUCH AS A BULLETIN BOARD, CHAT ROOM OR ANY OTHER PUBLICLY ACCESSIBLE AREA OF THE SITE.

We use non-identifying and aggregate information to better design our website and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

4) How We Protect Your Information

We are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorised access to or unauthorised alteration, disclosure or destruction of data. To prevent unauthorised access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

5) Third Party Advertising

Advertisements appearing on this Site may be delivered to you by one of our Web advertising partners. Our Web advertising partners may set cookies. Doing this allows the advertising partners to recognise your computer each time they send you an advertisement. In this way, they may compile information about where you, or others who are using your computer, saw their advertisements and determine which advertisements are clicked. This information allows an advertising partner to deliver targeted advertisements that they believe will be of most interest to you. The Site does not have access to or control of the cookies that may be placed by the third party advertising servers of ad partners.

This privacy statement covers the use of cookies by the Site and does not cover the use of cookies by any of its advertisers.

6) Accessing and Updating Your Personal Information and Preferences

We provide mechanisms for updating and correcting your personal information for many of our services. If you are a registered user, you may access and update your registration information and your preferences to receive email or other communications from us by sending an email to info@tfa.ca.

7) Email Choice/Opt-out

If any user who receives an email from the Site and would prefer not to receive such communications in the future, they can do so by following the instructions in the emails. In addition, you may send an email to info@tfa.ca. We will make commercially reasonable efforts to implement your opt-out requests promptly, but you may still receive communications from us for up to ten business days as we process your request.

8) Children's Privacy and Parental Controls

We do not solicit any personal information from children. If you are not 18 or older, you are not authorised to use the Site. Parents should be aware that there are parental control tools available online that can be used to prevent children from submitting information online without parental permission or from accessing material that is harmful to minors.

9) Disclaimer to Security

By consenting to the Terms and Conditions of the Site and hence the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

10) Notification of Changes

The Site reserves the right to change this Privacy Policy from time to time at its sole discretion. Your continued use of the Site indicates your assent to the Privacy Policy as posted.

11) CONTACT INFORMATION:

If you have any questions or concerns regarding this Privacy Policy please contact: info@tfa.ca