



Last Updated: Sept 14, 2020

PRIVACY POLICY

The Company believes in respecting the privacy of our clients, suppliers, and contractors and balancing your rights to privacy with our need to use their Personal Information (as defined below) to operate and manage our business effectively. This policy sets out our general practices with respect to handling your Personal Information. The Company has a separate privacy policy that applies to the use of the Company's website, reservation service, and other online products and services ("**Website Privacy Policy**").

Personal Information and Purposes for Which Personal Information is Collected, Used and Disclosed

For the purposes of this policy, "**Personal Information**" is any information about an identifiable individual. The Company collects, uses, and discloses your Personal Information as required or permitted by applicable law and in order to operate and manage its business and its relationships with you effectively.

Suppliers and Contractors

The "Personal Information" that the Company may need to collect, use, and disclose about you includes, but is not limited to:

- Trading name, mailing address, registered office address and website;
- Name of Principals (name of senior manager/director for independent verification of company details);
- Named financial contacts (name of credit controller/finance contact for queries);
- Two email addresses for orders and payments/account queries;
- Telephone number such as landline, toll free or mobile numbers and fax number;
- Type of business (incorporated, partnership, sole trader), business number, GST number;
- Bank account details such as sort code, account number, account name, bank address;
- Paperwork such as physical or electronic images of delivery notes, invoices (including supporting documentation which could contain third-party business details), statements and other correspondence;

- Payment terms; and
- Insurance details, such as workers' compensation insurance.

If you supply products or services to us, we may use your Personal Information to:

- process and manage orders;
- manage deliveries, installations, returns and refunds;
- manage any issues relating to a fault or damage caused by a product;
- manage your account, including carrying out credit and other background checks if this applies;
- carry out market research;
- tell you about important changes or developments to our website or services;
- manage the supply chain;
- deal with enquiries and complaints;
- manage claims and for insurance purposes; and
- help us keep records.

Clients

The "Personal Information" that the Company may need to collect, use, and disclose about you includes, but is not limited to:

- Personal data such as your name, address, billing address, shipping address, phone numbers, email addresses, company name, order history, and contact preferences;
- Payment information including information from your credit/debit card, cheque, PayPal and your purchase history;
- Emergency contact information;
- Demographic information may be collected such as what products or devices you like, reviews you submit, your age and gender;
- Your image with CCTV (Closed Circuit Television) cameras if you visit our studios;

If you buy products or services from us or contact us, we may use your personal information to:

- respond to your inquiries;
- provide tailored communications;

- keep you informed about the products and services we offer;
- process your order and follow up on orders that are not completed;
- carry out market research and analyze statistics;
- track activity on our site and provide a more personalized online experience;
- link with social media sites and services, for example, for advertising purposes;
- tell you about important changes or developments to our site or services;
- manage deliveries, returns and refunds;
- manage any issues relating to a fault or damage caused by a product;
- deal with inquiries and complaints;
- help with general record keeping; and
- analyze trends (for example, to show that an increasing number of people are looking at our website from a mobile device, or that people may tend to visit the website early in the day, before returning later to complete their order) and to improve the usefulness and content of our website. Where possible we will remove any details that could identify you before we use information for this purpose.

How Personal Information is Collected

Much of the Personal Information that the Company processes about you will have been collected from you directly, such as through our website booking and purchasing applications, and email addresses. Other Personal Information about you may be collected indirectly, such as through our website, or from third parties such as PayPal or other similar service providers.

The Company also monitors its physical assets and studios for operational and security reasons.

The Company may request Personal Information about third parties from you. Before you provide Personal Information about someone else, you must ensure that you have obtained the consent of the individual concerned.

Monitoring

The Company currently implements video surveillance in its studios for the purposes of protecting our employees, clients, property and premises and managing the services provided by our contractors.

Such monitoring is located at our studios, in the following locations: front desk coverage and inside the studio room.

Video logs are kept for approximately 10 days, and are stored in the Company's Nest security system.

Storage of and Access to Personal Information

The Company takes steps to protect your Personal Information against unauthorized access as well as loss, theft, damage or unintended destruction. For example, the Company uses firewalls, passwords, and locked filing cabinets.

Personal Information is stored both in hard and electronic formats. Hard copies (paper documents) are stored in the Company's office at 605-5080 Quebec St, Vancouver BC, V5W2N2.

Disclosure

From time to time, the Company may be required to disclose your Personal Information to third parties. This will only be done for reasonable purposes related to establishing, managing or terminating our relationship with you, or for other legitimate business or legal purposes, such as:

- To protect your health, safety or other interests;
- In connection with a third party supplier of services relating to: payment service providers such as PayPal, or Company business analyses – such as performance metrics and organizational charting services;
- To an affiliate of the Company that requires the information for a reasonable business purpose;
- When required by law or court order or in relation to legal proceedings;
- In connection with a legitimate request for assistance by the police or other law enforcement agency or government authority;
- To seek or obtain legal advice;
- To engage professional advisors (e.g. bankers, accountants);
- To liaise with potential buyers and vendors in connection with the disposal or acquisition by the Company of all or part of its business or assets (or other business transactions);
- When you consent, in writing, to disclosure to a third party; or
- For other purposes as permitted or required by law.

The Company takes steps to limit disclosure of Personal Information to only the minimum information that is required by the third party in the circumstances.

Service Providers

As noted above, the Company shares some of your information with service providers.

Your Personal Information may also be disclosed on a need-to-know basis to a limited number of selected third parties who are acting on our behalf as our agents, suppliers or service providers. Such third parties currently include:

- ADP payroll service (for contractors); name, direct deposit info, address, SIN number, GST number if applicable, BN if applicable, birth date; located in Canada
- Mindbody; birthdate, name, email, address; located in USA
- Google; birthdate, name, email, address, employment agreement; located in USA

The Company may change its service providers, or engage new service providers, from time-to-time in its sole and absolute discretion.

Information provided to third parties may be used only for the same purposes that it is used by the Company (as described in this policy) and is subject to strict terms of confidentiality.

Retention

The Company keeps your Personal Information for as long as it is required for the reasons it was collected, and to comply with all legal retention requirements. When we no longer require your Personal Information, we will either destroy or erase it, or we will make it anonymous such that it cannot be associated with or linked to you. Notwithstanding the above, information used to make a decision about you will be retained for at least one year.

Access

You may submit a request to info@jaybirdjaybird.com to review your Personal Information.

Please note that the Company may decline to provide access to any of your Personal Information in accordance with applicable laws. For example, without limitation, subject to applicable laws, Personal Information that you will not be given access to may include:

- Information that would reveal Personal Information of another individual;
- Legally privileged information;
- Information which, if disclosed, may harm the health or well-being of you or others;
- Information that would reveal confidential commercial information; and
- Other information where disclosure of such information is prohibited by law or where the Company is not required to provide access under applicable law.

Accuracy

The Company endeavours to ensure that any Personal Information in its possession is as accurate, current and complete as necessary for the purposes for which we use that information. If your Personal Information changes, or if you believe information we have about you is not accurate, please notify Barbara Bent as soon as reasonably possible. In some circumstances, we may not agree to your request to change your Personal Information, but will instead append an alternative text to the record in question.

Questions or Concerns

Please contact Barbara Bent, if you have any questions or concerns about: (i) this Privacy Policy; (ii) the Company's collection, use or disclosure of your Personal Information; or (iii) the collection, use, disclosure or storage of your Personal Information by the Company's service providers outside Canada. If the Company is unable to resolve your questions or concerns, you may also write to the Information and Privacy Commissioner of British Columbia.