

EMERGE COMMERCE INC. PRIVACY POLICY

Effective Date: September 15, 2020

This privacy policy governs EMERGE COMMERCE INC., its affiliates, and its subsidiaries (“EMERGE,” “we,” “us,” and “our”) and it applies to all visitors & customers who use our websites & platforms – including mobile applications, electronic services, social networking sites and online services (collectively, the “**Service**”).

This privacy policy describes the types of information we may collect when you access the service, how we may use or disclose that information, and how we protect it. This policy also explains how you can update your information and contact us with questions about our privacy practices.

This privacy policy applies to the use of the Service and includes information about the following:

1. [Information we collect](#)
2. [How we use your information](#)
3. [How we share your information](#)
4. [How we protect your information](#)
5. [Your choices](#)
6. [Online Tracking and Opt Out](#)
7. [Information from children](#)
8. [Links to other sites](#)
9. [International data transfers](#)
10. [California Consumer Privacy Act \(CCPA\)](#)
11. [Changes to this policy](#)
12. [How to contact us](#)

Your use of the Service constitutes your understanding and acceptance of this privacy policy and your consent to the practices described.

1. Information We Collect

When you sign up for our newsletter or make a purchase on any EMERGE Property, we may request certain personal information to respond to your request or process your order. For example, we may request your name, address, phone number, email address, and credit card information to process your order. We will limit our collection of personal information to only that required to provide our products and services to you or to respond to your requests.

We may receive information about you from third parties that feature our products or promotional offers. We may also receive information about you from outside records from third parties, such as marketing related or demographic information, to enhance our ability to tailor our products and services that we believe may be of interest to you. Information about you that is obtained by third parties is also subject to this privacy policy.

2. How We Use Your Information

We may use your information for a variety of purposes, including the following:

- To provide you with the services, products, and information you request.
- To process your requests, orders, and payments related to our products or services.
- To communicate with you, such as to complete your order, to provide information about special offers, products, or services that may be of interest to you, or to respond to your questions or requests.
- To improve our website and services, including modifying or adding features and developing content; and
- To perform research and analyses of anonymous or aggregate information.

3. How We Share Your Information

EMERGE may share your information with other parties in appropriate situations, including as necessary to respond to your requests and to provide our services. For example, we may share your information:

- With our authorized service providers that may assist us by performing operations on our behalf.
- With our EMERGE affiliates, and other business partners as necessary to provide our products and services.
- When required by law or regulatory agency, or in response to a legal process.
- When we believe disclosure is appropriate to prevent physical harm or financial loss; and

4. How We Protect Your Information

EMERGE maintains administrative, physical, and technical safeguards intended to protect information we collect when you use the Service, such as:

- Information you submit in our checkout page is collected through a secure Internet connection using Secure Socket Layer (SSL) Technology.

- We provide encrypted transmissions to make your payment information unreadable as it passes over the Internet.
- We maintain up-to-date security software on our website and perform regular checks to make sure the software and website are functioning appropriately.
- We also require that third parties providing services on our behalf protect your personal information and not use it for purposes other than aiding EMERGE.

5. Your Choices

EMERGE offers you certain choices about how your information is collected and used, including:

- **Updating Information:** You may correct or update your information by contacting us
- **Communications:** You may also select whether you want to receive communications from us related to special offers, products, or services that we feel may be of interest to you. You may request to receive such communications by signing up for our newsletter on our home page. You may opt out of our communications at any time by using the link provided in our emails.
- **Online Tracking:** You may also choose to opt out of Google Analytics and other online tracking

6. Online Tracking and Opt Out

EMERGE tracks certain online activity using browser cookies. A browser cookie is a small file, no more than 4kb in size, which allows our website to identify your computer through assigning your computer a random identification number. By tracking this number, our server can determine that users are different, but not why or how they are different. This technology allows users to navigate our website without disclosing any personally identifiable information.

To improve the user experience, we use analytic tools, such as tracking pixels and JavaScript, to retrieve general information about the way users interact with the website. This data is used in macro analysis and does not identify you as an individual.

EMERGE also uses third party web analytics services, such as Google Analytics. The service providers that administer these services use technologies to automatically track certain information. For example, when you use our website, Google Analytics may use first-party cookies to store information such as your IP address, the number of visitors to the website, which features of the website were used and how often, and referring and exiting web page URLs. EMERGE may use that information at an aggregate level (which does not identify you as an individual) to evaluate the performance of our website and application and user preferences. We use Google Analytics to help us understand and evaluate how our website is used so we can develop enhancements

and upgrades to our online services. In some cases, you may opt out of Google Analytics by following these instructions: <https://tools.google.com/dlpage/gaoptout>. You may also block all cookies using your browser settings, which may prevent certain features of EMERGE from functioning properly. In addition, the offers we provide when you visit EMERGE may not be as relevant to you or tailored to your interests.

California Do Not Track Notice

EMERGE responds to certain “do not track” signals from browsers. For example, if you set your browser to block cookies, EMERGE will not place cookies. Third parties that have services on EMERGE such as the analytics services described above may obtain information about your browsing or usage habits. However, we do not knowingly permit such third parties to collect any of your individual personal information from EMERGE without your consent.

7. Information from Children

EMERGE is not directed to children under the age of 13, nor does EMERGE knowingly collect, use, or disclose personal information from anyone under 13 years of age. If we learn that a user is under 13 years of age, we promptly delete any personal information that the individual has provided to us.

8. Links to Other Sites

EMERGE properties may include links to other websites for your convenience and information. These sites may not be owned, controlled, or operated by EMERGE. In those cases, we cannot control how information collected by those sites will be used, shared, or secured. If you visit linked sites, we strongly suggest that you review the privacy statements or policies posted at those sites. EMERGE is not responsible for the content of linked sites, your use of them, or the information practices of their operators.

9. International Data Transfers

EMERGE is an international business, so our use of your information involves the transmission of data on an international basis. Please be aware that information we collect may be transferred to and processed in countries outside the country in which you reside. By using the Service, or providing us with any information, you acknowledge that EMERGE is subject to the collection, processing, maintenance and transfer of such information in and to any location in which we operate, including the United States and Canada. The privacy laws of those countries may not be equivalent to those in the country where you reside and/or are a citizen.

10. California Consumer Privacy Act (CCPA)

EMERGE uses a variety of valid data transfer mechanisms in accordance with applicable data protection and privacy laws. We will continue to evaluate the appropriateness of our data usage in accordance with privacy laws and industry best practices as other methods and technologies become available.

Section 1798.83 of the California Civil Code gives residents of California the right to request (once a year) if a company has shared their personal information with other companies, and for those companies' direct marketing purposes during the preceding calendar year.

To request this information, please contact us by email at support@emerge-commerce.com or by mail at

183 Bathurst Street
Suite #302
Toronto, ON M5T2R7
CANADA

Please include a "Shine the Light" Request in with your communication. Please allow 29 days for a response.

California Users under the age of 18, based on the California Business and Professions Code Section 22581 can request to obtain and have removed any publicly posted content or information. To request to obtain or have this information removed, please send an email to support@emerge-commerce.com along with a description of the content or information.

Note making a request to remove data or information, does not mean the action will necessarily be taken. Please be aware there are certain circumstances in which the law would not allow or require the information/content to be removed even if requested.

11. Changes to this Policy

EMERGE may change this privacy policy at any time, without prior notice to you, and any changes will be effective immediately upon the posting of the revised privacy policy. We will indicate at the top of the privacy policy when it was last updated. Please check back for any updates to make sure you are aware of our current privacy practices.

12. How to Contact Us

If you have any questions or comments about this privacy policy or need to update or change information you earlier provided to us, please contact us at:

EMERGE COMMERCE INC.
183 Bathurst Street
Suite #302
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Email: support@emerge-commerce.com