



PLAN-IT PROMOTIONS PRIVACY NOTICE

Effective Date: April 10, 2020

Plan-It Promotions Ltd. Is a full service promotional products and marketing services company. This describes our handling of Personal Information connected either with use of Plan-It hosted company webstores or in relation to personal information collected through other means such as but not limited to client provided excel spreadsheets.

PLAN-IT PROMOTIONS LTD. ADHERES TO THE PERSONAL INFORMATION PROTECTION & ELECTRONIC DOCUMENTS ACT (PIPEDA)

"Personal Information" is any information about an identifiable individual. Public information found in directories and listings, or business names, addresses and/or contact numbers to be personal information is not considered Personal Information.

The 10 Personal Information privacy principles stated in the Canadian Standards Association (CSA) Model Code for the Protection of Personal Information has been adopted by Plan-It Promotions Ltd.

The 10 principles are:

1. Accountability
2. Reason for Collection
3. Consent
4. Limiting Collection
5. Limiting User, Disclosure and Retention
6. Accuracy
7. Safeguards
8. Openness
9. Individual Access
10. Challenging Compliance

PIPEDA'S 10 FAIR INFORMATION PRINCIPLES form our ground rules for collection, use and disclosure of personal information.

Principle 1 – Accountability

Plan-It's designated privacy official is our Controller & Chief Privacy Officer and is supported by senior management and given the authority to intervene on privacy issues. They are accountable for compliance with these fair information principles.

- SOURCES OF PERSONAL INFO

We collect personal information including, but not limited to, your name, address, email address, credit card details, and telephone number. This info then allows us to fulfill orders in good faith.

Principle 2 - Identifying Purposes

The purposes for which the personal information is being collected must be identified by the organization before or at the time of collection.

- HOW WE USE THE PERSONAL INFO WE COLLECT

Our products & services. We use personal information to process and fulfill your orders, refunds or exchanges, requests for products, services or information, to provide customer service, to customize your shopping experience.

We use personal info to administer promotions, contests, sweepstakes, and rewards programs and to market products and services including serving you interest based advertising, by consent.

We use personal info for other reasons, including conducting sales research and analysis, preventing or mitigating fraud and complying with legal matters, investigations and applicable laws and regulations.

Principle 3 - Consent

The knowledge and consent of the individual are required for the collection, use, or disclosure of personal information, except where inappropriate.

- HOW WE SHARE YOUR PERSONAL INFORMATION

With the company who we host the company store for, for which you may buy merchandise. (Employee names, company email addresses, company telephone numbers and company addresses).

With our 3rd party service providers to process transactions or provide services on our behalf, including but not limited to providers of product delivery services (for example UPS and FedEx) and website analytics (for example Google Analytics).

For marketing purposes to notify you of offers for products or services that may be of interest to you. We do not share credit card or other financial information for marketing purposes.

Plan-It Promotions Ltd.

400 North Rivermede Rd., Unit 103
Concord, Ontario L4K 3R5
Phone (905) 669-8711 Fax (905) 669-4228
www.planitpromotions.com

For Corporate transactions in connection with merger, acquisition or sale involving a portion or all of our company.

Other reasons: To (a) satisfy applicable law, regulations, legal process or valid governmental request; (b) enforce the terms of use applicable to our services, (c) detect, prevent or mitigate fraud or security or technical issues; or (d) protect against imminent harm to the rights, property or safety of our company, our customers or the public as required or permitted by law.

Principle 4 - Limiting Collection

The collection of personal information must be limited to that which is needed for the purposes identified by Plan-It. Information must be collected by fair and lawful means.

A) TO STOP CERTAIN COLLECTION & USE OF YOUR PERSONAL INFORMATION

Marketing Emails, Texts and Mail

You can stop promotional emails from us by using the “unsubscribe” link on our promotional emails and can stop promotional postal mail by contacting us with your request at customerservice@planitpromotions.com .

You can opt-out of tracking used to understand website utilization provided by Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout>.

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. This webstore, like many other retailers, does not have this functionality.

B) TO CHANGE OR CORRECT YOUR PERSONAL INFORMATION

At any time you can request access to your personal information, request that any inaccuracies be corrected or request that comments or explanations be added to records about you.

You may cont us with changes by emailing customerservice@planitpromotions.com . To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests. Although we will do our best to make your requested changes, in some cases for example it it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements, we may be unable to do so completely. Should this occur, we will communicate that to you.

Principle 5 - Limiting Use, Disclosure, and Retention

Unless the individual consents otherwise or it is required by law, personal information can only be used or disclosed for the purposes for which it was collected. Personal information must only be kept as long as required to serve those purposes.

- **HOW WE PROTECT YOUR PERSONAL INFORMATION**

We employ technical, physical and administrative safeguards to protect your Personal Information and require Third Parties with whom we work to do the same.

If anyone thinks Personal Information provided to us has been improperly accessed or used, or if it is suspected that unauthorized purchases have been made on our web stores using Personal Information, please contact us immediately customerservice@planitpromotions.com 1-877-669-4707 ext 112.

Principle 6 - Accuracy

Personal information must be as accurate, complete, and up-to-date as possible in order to properly satisfy the purposes for which it is to be used.

Principle 7 - Safeguards

Personal information is protected by appropriate security relative to the sensitivity of the information. We do not sell personal information.

The following section describes:

1. Categories of personal information we collect
2. The purpose for which the personal information is collected
3. Specific personal information collected
4. Categories of sources from which that information is collected
5. Categories of Third Parties (who are not classified service providers) with whom the information may be shared
6. The purpose for selling or sharing of personal information

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Categories of Personal Information as defined by CCPA	Do we collect this type of Personal Information?	Purpose of collecting the Personal Information	Specific Personal Information that may be Collected	Categories of Sources from which the Personal Information is Collected	Is this category of Personal Information shared with Third Parties?	Categories of Third Parties with which the Personal Information may be Shared	Purpose of Selling or Sharing Personal Information	Can you opt-out of this Sharing?
Identifiers	Yes	To uniquely identify an individual in support of business activities	Names, Account ids, emails, addresses, IP Addresses, Device Identifiers	From you	Yes	N/A	N/A	N/A
Commercial Information	Yes	To support business transaction	Quotes, Sales Transactions	Your transactions with us	Yes	Vendors	Order Fulfillment	Yes
Network Activity	Yes	To allow access to and optimize the eStore	Access to the eStore	From you	No	N/A	N/A	N/A
Recordings (e.g. audio)	Yes, if you call customer service	Customer Service	Voice Recordings	From you	No	N/A	N/A	N/A

Principle 8 - Openness

Plan-It makes detailed information about its policies and practices relating to the management of personal information publicly and readily available on it's website planitpromotions.com

Principle 9 - Individual Access

Upon request, an individual will be informed of the existence, use, and disclosure of their personal information and be given access to that information. An individual will be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Principle 10 - Challenging Compliance

An individual will be able to challenge Plan-It's compliance with the above principles. Their challenge should be addressed to our Controller & Chief Privacy Officer accountable for our compliance with PIPEDA.

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