

fresh routes

Privacy Policy

Effective Date: August 1, 2023

At Fresh Routes, we are committed to ensuring the privacy and security of our valued supporters and customers' personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard the data we gather from you. By using our services, you consent to the practices described in this policy.

1. Information We Collect: We may collect and store the following information from our customers and supporters:

- Full name
- Email address
- Phone Number
- Company
- City

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed above without notifying you first.

2. Purpose of Data Collection: The purpose of this privacy policy is to inform users that we collect your information to:

1. Facilitate communication regarding our services
2. Send updates, newsletters, promotions, and special offers to enhance your experience with Fresh Routes.
3. Improve our products and services by analyzing customer feedback and preferences.
4. Comply with legal and regulatory requirements.

3. Data Sharing and Disclosure: We do not sell, trade, or share your personal information with third parties without your explicit consent, except in the following cases:

- To our trusted partners and service providers who assist us in operating our business and providing services to you.
- If the law requires it and/or if it is required for any legal proceeding.
- To prove or protect our legal rights.
- To buyers or potential buyers of this company in the event we seek to sell the company.

4. Consent and Control: By providing your personal information, you consent to our collection, use, and disclosure practices as outlined in this Privacy Policy. You have the right to withdraw your

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consent or opt-out from our communications at any time by clicking the unsubscribe link in our emails or contacting us directly.

5. **How We Use Personal Data:** The data collected will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

6. **Data Protection and Security:** Fresh Routes takes data protection seriously. We implement appropriate physical, technical, and administrative measures to safeguard your personal information from unauthorized access, disclosure, alteration, or destruction.

All data is only accessible to our employees. Our employees are bound by strict confidentiality agreements and a breach of this agreement would result in the employee's termination. While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

7. **Retention of Data:** We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, or as required by law.

8. **Access and Update:** You have the right to access and update the personal information we hold about you. If you wish to review or modify your data, please contact us using the information provided below.

9. **Children's Privacy:** Fresh Routes does not knowingly collect personal information from children under the age of 13. If you believe that we may have collected personal information from a child, please contact us immediately, and we will take appropriate steps to remove the information from our records.

10. **Changes to the Privacy Policy:** This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

11. **Contact Information:** If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

Email: info@freshroutes.ca