

## Equator Coffee Roasters Privacy Policy

Equator's 10 Privacy Principles are modeled after the principles established in Canada's Personal Information Protection and Electronic Documents Act, or PIPEDA

### 1. Accountability

Equator Coffee is responsible for maintaining and protecting personal information about customers in our care or control. We have designated a Privacy Officer who is accountable for compliance with our policies and PIPEDA.

We sometimes use outside companies, called third parties, to help us provide the product or service you request, such as PayPal for payment processing. Equator requires these third parties to comply with Canadian privacy legislation and Equator's Privacy Principles.

### 2. Identifying Purposes

You have a right to know how your information will be used. We will explain why we need your information before or when we collect it, if the purpose is not already clear. We will assume that the purpose is clearly identified when we use your personal information to:

- Fulfill your product or service request.
- Process your payment, including recurring payments when you request them.
- Update you as to the status of your order.
- Alert you to important product revisions or price updates.

Equator may use your personal information for secondary purposes as listed below. You will have the opportunity to opt out of these types of communications.

- Telling you about special discounts or offers on products and services.
- Inviting you to participate in customer surveys or other opinion-gathering devices.
- Telling you about educational events, such as training seminars or coffee travel opportunities.

Aggregate data is general information about groups of customers, and does not identify individual customers. Equator Coffee may combine your information with that of other individuals to create aggregate data which we will use to improve our products and services and develop new ones. For example, we may tell a third party how many people purchased a certain product, but not that you personally purchased a specific item.

Equator will not disclose your personal information to any third parties without your consent, except under the following limited circumstances:

- As is reasonably required to fulfill your service or product requirements, provided such third parties shall be bound to appropriate privacy requirements.
- To comply with a legal process such as a law, regulation, search warrant, subpoena, court order or law enforcement request.
- To resolve a contractual dispute regarding your use of an Equator product, service or related account, or if your account may be involved in illegal activities.

To change your privacy preferences, please complete the Privacy Preferences Change Form and send it to us by one of the methods provided.

### 3. Consent

Equator will never disclose your personal information to any third parties without your consent, except under the following limited circumstances:

- As is reasonably required to fulfill your service or product requirements, provided such third parties shall be bound to appropriate privacy requirements.

- To comply with a legal process such as a law, regulation, search warrant, subpoena, court order or law enforcement request.
- To resolve a contractual dispute regarding your use of an Equator product, service or related account, or if your account may be involved in illegal activities.

Please note that if you are posting personal information on an online community such as Facebook or Twitter, this information is publicly available and Equator Coffee has no further obligations to maintain the privacy of that information.

#### **4. Limiting Collection**

Equator will only collect personal information for the purposes we've identified or for the primary uses as we've described above. We will always do this fairly and legally. There are only two ways we'll collect information:

- Through the purchase of products or services.
- Through requests for information.

Whenever we ask for information that is not required for us to provide the product or service you requested, we will mark those questions appropriately as optional.

#### **Cookies**

Equator Coffee uses a variety of Web technologies on our Web site. Among these are cookies, which are pieces of information that our Web site provides to your browser. Cookies allow us to track overall site usage and determine areas users prefer. Cookies also allow us to customize your visit to our Web sites by recognizing you when you return. Cookies cannot be used to see any other data on your computer, nor can they determine your e-mail address or identity.

Most browsers accept and maintain cookies by default. Check the "Help" menu of your browser to learn how to change your cookie preference. You can choose to decline cookies while at our Web site, but this may limit your ability to access certain areas of the Web site.

To purchase and download products from equator.ca, your browser must be able to accept cookies. Cookies are required for these services to authenticate registered users and to provide access to certain areas of our Web sites that are available to limited registered users only. Cookies are deleted when you close your browser, as well; this authentication becomes invalid after a certain period of time.

With or without cookies, our Web sites track usage 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. We use this data to better understand Web site usage in the aggregate so that we know what areas of our Web site users prefer. This information is stored in log files and is used for aggregated and statistical reporting. This log information is not linked to personal information gathered elsewhere on the site.

#### **5. Limiting Use, Disclosure and Retention**

Equator Coffee will not use or disclose your personal information other than for the purposes for which it was collected, with the exception of receiving your consent or as permitted or required by law. When providing information in response to a legal inquiry or order, we will verify its validity and only disclose information that is legally required.

Equator will keep personal information only as long as necessary for the identified purposes or as required by law. We will follow internally set guidelines and use care in the disposal, destruction, or de-identification of personal information to prevent unauthorized parties from gaining access to personal information.

#### **6. Accuracy**

Equator Coffee Roasters will keep your personal information as accurate, complete and up-to-date as necessary for the identified purposes for which it was collected. We encourage you to let us know if your contact information changes.

To change your personal information, please contact us directly or log into your online account and make any required changes.

#### **7. Safeguards**

We protect personal information in our possession and control by using security safeguards appropriate to the sensitivity of the information. Equator works to protect personal information from loss, misuse and unauthorized alteration using industry-recognized security safeguards. We restrict internal access to personal information to select members of Equator's staff.

All credit card numbers are encrypted so that your private information cannot be read by anyone as it travels over the Internet.

#### **8. Openness**

This policy is an overview of information about our policies and practices relating to the management of personal information. Any changes or modifications to our privacy practices will be posted in this policy for 30 days before they take effect. We will not make retroactive changes to the practices associated with your personal information without your consent.

#### **9. Individual Access**

Subject to exceptions as permitted or mandated by law and subject to your written request for such information, Equator will inform you of the existence, use and disclosure of your personal information and give you access to that information. You have the right to challenge the accuracy and completeness of your information and have it amended as appropriate.

#### **10. Challenging Compliance**

You may contact us with questions, comments or complaints regarding Equator's privacy policy and practices. Please contact Equator's Privacy Officer, whose contact details are located below:

#### **Equator Coffee Roasters Inc.**

Attention: Privacy Officer  
451-A Ottawa St.  
Almonte, ON K0A 1A0  
PHONE: 1-613-256-5960  
TOLL-FREE: 1-877-378-2867  
FAX: 1-613-256-4166  
EMAIL: [info@equator.ca](mailto:info@equator.ca) Attn: Privacy Officer