

WEBSITE PRIVACY STATEMENT

Alpha.ca is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Alpha.ca Web site and governs data collection and usage. By using the Alpha.ca website, you consent to the data practices described in this statement.

COLLECTION OF YOUR PERSONAL INFORMATION

Alpha.ca collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number, when you visit and use this website. Alpha.ca may also collect anonymous demographic information, which is not unique to you, such as your ZIP/postal code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Alpha.ca. This information can include: your IP address, geographical location, browser type, domain names, access times, pageviews and referring Web site addresses. This information is used by Alpha.ca for the operation of the service, to maintain quality of the service (administration or improvement), and to provide general statistics regarding use of the Alpha.ca web site, or for of our website or for marketing purposes.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Alpha.ca public message boards, this information may be collected and used by others. Note: Alpha.ca does not read any of your private online communications.

Alpha.ca encourages you to review the privacy statements of web sites you choose to link to from Alpha.ca so that you can understand how those web sites collect, use and share your information. Alpha.ca is not responsible for the privacy statements or other content on web sites outside of the Alpha.ca and Alpha.ca family of web sites.

OTHER INFORMATION DO WE COLLECT

We may collect, store and use the following types of personal data from you:

Information about your visits to and use of this website;

Information about any transactions carried out between you and use on or in relation to this website, including information relating to any purchases you make of our goods or services;

Information that you provide to us for the purpose of registering with us and/or subscribing to our website services and/or email notifications.

USE OF YOUR PERSONAL INFORMATION

Alpha.ca collects and uses your personal information to operate the Alpha.ca web site and deliver the services you have requested. Alpha.ca also uses your personally identifiable information to inform you of other products or services available from Alpha.ca and its affiliates. Alpha.ca may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Alpha.ca does not sell, rent or lease its customer lists to third parties. Alpha.ca may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, Alpha.ca may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Alpha.ca, and they are required to maintain the confidentiality of your information.

Alpha.ca does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Alpha.ca keeps track of the web sites and pages our customers visit within Alpha.ca, in order to determine what Alpha.ca services are the most popular. This data is used to deliver customized content and advertising within Alpha.ca to customers whose behavior indicates that they are interested in a particular subject area.

Alpha.ca web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process

served on Alpha.ca or the site; (b) protect and defend the rights or property of Alpha.ca; and, (c) act under exigent circumstances to protect the personal safety of users of Alpha.ca, or the public.

USE OF COOKIES

The Alpha.ca web site uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. This enables the web server to identify and track the web browser. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Alpha.ca pages, or register with Alpha.ca site or services, a cookie helps Alpha.ca to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Alpha.ca web site, the information you previously provided can be retrieved, so you can easily use the Alpha.ca features that you customized.

We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognize your computer when you visit our website, and to personalize our website for you. Our advertisers may also send you cookies.

We may use anonymous cookies to record non-personal information such as website activity, date and time of visit, and domain type. We may use this information for retargeting purposes.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Alpha.ca services or Web sites you visit.

SECURITY OF YOUR PERSONAL INFORMATION

Alpha.ca secures your personal information from unauthorized access, use or disclosure. Alpha.ca secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When sensitive information is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

ONLINE ADVERTISING (REMARKETING)

We use Google AdWords Remarketing to advertise on third party websites. AdWords remarketing will display relevant ads tailored to you based on what parts of our website you have visited by placing a cookie in your browser. This cookie does not identify you in any way, nor does it give us access to your computer or device. This cookie serves only to help us ensure that we serve you with relevant display advertisements based on your interests.

HOW TO OPT-OUT

You can opt out of receiving advertisements on the Google network by visiting Google Ads Settings. Under "Ads Across the Web," click the "Opt out" link. In the dialog that opens, click the Opt out button. You can read more about this process by visiting <https://support.google.com/ads/answer/2662922?hl=en>

CHANGES TO THIS STATEMENT

Alpha.ca will occasionally update this Statement of Privacy to reflect company and customer feedback. Alpha.ca encourages you to periodically review this Statement to be informed of how Alpha.ca is protecting your information.

CONTACT INFORMATION

Alpha.ca welcomes your comments regarding this Statement of Privacy. Should you have other questions or concerns, please call us at +1-604-436-5900 (Monday – Friday, 8am to 5pm North American Pacific Standard Time). If you believe that Alpha.ca has not adhered to this Statement we will use commercially reasonable efforts to promptly determine and remedy the problem.