

Privacy Statement

Updated: May 2018

Alpha Technologies Ltd. (Alpha.ca) is committed to protecting the privacy and security of its users. Please read this entire privacy statement (Privacy Statement) fully before using our websites, mobile applications, social media applications, and our other online services because it will help you understand what data we collect, how we use and share information about you, and the privacy choices you have with respect to that data.

This Privacy Statement applies to the Alpha.ca website and governs data collection and usage. The services and products of Alpha.ca subsidiaries and affiliated companies, are owned, operated and provided by said affiliated companies and subsidiaries. Any affiliated subsidiaries, companies or services that Alpha.ca may link to and/or provide services from may have their own privacy statements. This privacy statement only governs the use of Alpha.ca products and services.

By using the Alpha.ca website, and continuing to use our other services provided, you accept and consent to the data practices described in this statement.

Collection of Information

Alpha.ca collects business-related, personal information when you:

- Browse the Alpha.ca website
- Subscribe to receive marketing content
- Request information or request a quote
- Submit an incident form
- Contact us directly
- Visit an Alpha.ca booth at industry events
- Use the webstore and/or order tracking tools

When using the above services, we may collect information such as, but not limited to, name, work address, telephone number and email. Alpha.ca does not collect this information unless expressly provided by you.

Use of Your Information

Alpha.ca may, from time to time, contact you about a particular product 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. 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 is the data controller, Alpha.ca does not sell, rent or lease its customer lists to third parties.

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.

Other Information We Collect

We may collect, store and use the following types of business-related, personal data:

- Information about your visits to, and the use of, the Alpha.ca website
- Information about any transactions carried out in relation to this website, including information related to any purchases of our goods or services
- Information provided for registering with Alpha.ca and/or subscribing to website services and/or email notifications.

Use of Cookies

Alpha.ca stores a small amount of information on your device in the form of a cookie. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you. Cookies are used to personalize our website specific to your business interests.

Alpha.ca uses cookies along with similar technologies (such as web beacons and embedded scripts) to recognize your computer when you visit our website, in the administration of this website, and to improve the website's usability for marketing purposes. We 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 business transaction purposes.

You can 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 use the interactive features of the Alpha.ca website or the services offered. By continuing to use our site, you consent to our use of cookies.

Our Commitment to Data Security

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 websites, it is protected using encryption, such as the Secure Socket Layer (SSL) protocol.

Commitment to the GDPR

The [General Data Protection Regulation](#) (GDPR) is a regulation of the European Union, effective May 25, 2018. The GDPR is designed to harmonize data protection laws across Europe and to protect the personal data of EU citizens. The GDPR establishes the rights for individuals to protect their personal data. Alpha.ca is committed to complying with the EU's *General Data Protection Regulation*.

If you are based in the EU and accessing our sites, then you have the right to ask Alpha.ca for a copy of your personal data, and to obtain the personal data you provide to us in a structured, commonly used and machine-readable format. You have the right to have your data updated, corrected and supplemented. You have the right to erasure, but only where the data is no longer needed for the purposes for which it was collected; or where you have withdrawn your consent (where the data gathering was based on consent); or where it has been processed unlawfully; or to comply with a legal obligation to which we are subject for.

Alpha.ca is not required to comply with your request to erasure if the processing of your data is necessary for compliance with a legal obligation or for the defense of legal claims. You also have the right to withdraw your consent of our use of your information, at any time. If you are not satisfied or have unresolved concerns with our use of your personal information, you have the right to express your complaint(s) to the relevant [data protection authority](#) in your EU Member State.

Data Retention

Alpha.ca is required to retain all business-related, transactional information, for as long as necessary, and in accordance with all applicable Canadian laws and regulations.

Third-Party Information

You have control regarding the use of your information for marketing purposes. If you wish to opt-out of our marketing communications, you can do so at any time or contact us directly if you need assistance to opt-out.

Affiliates: Alpha.ca shares personal data with our current or future affiliates, which may include parent and subsidiary companies, joint ventures or other companies under common control (the "Alpha Group"), for business transactions and business relations.

Service providers and third-party vendors: Alpha.ca uses third-party vendors, business transaction software and other service providers to act as data processors on our behalf. These may include the following: marketing campaign services, email services, tax and accounting services, payment processing, product fulfillment or web hosting. Some third-party vendors and service providers used by Alpha.ca include: Salesforce, Pardot, Google, Syteline and Typeform. These service providers receive your information solely for the purposes of performing their role. If you require a full list of our vendors, please contact us directly at privacy@alpha.ca.

Auditors and advisors: Alpha.ca shares data with auditors for the sole purpose of audit functions, and with advisors for the provision of business, legal or other advice.

Business transfers: Alpha transfers information to affiliate companies within the Alpha Group, which may include transfers across national borders and the storage and processing of your information in a country that may not provide privacy protections similar to those your country provides. Alpha may transfer your personal data in connection with or during negotiation of any merger, financing, acquisition bankruptcy or similar transaction. Alpha may also share personal information with our auditors, lawyers or other advisors in connection with corporate functions. Where such transfers are made, we will take steps to ensure that the receiving party honors this Policy and complies with applicable law.

Mandatory disclosures of information and legal rights:

Alpha may access and disclose information necessary or appropriate in order to cooperate with legitimate governmental requests, subpoenas, or court orders, to protect Alpha or Alpha Group's systems and customers, to establish, protect, or exercise our legal rights or defend against legal claims, or to ensure the integrity and operation of Alpha or Alpha Group's systems.

Google AdWords

Alpha.ca uses 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. Visit the Google network for detailed information on their [privacy policy](#), or how to [opt-out](#) of AdWords.

Changes to This Statement

Alpha.ca updates this Privacy Statement regularly to reflect company and customer feedback as well as to comply with changes to privacy regulations. Alpha.ca encourages you to periodically review this Privacy Statement to understand how Alpha.ca is protecting your information.

Need More Information

Alpha.ca is committed to delivering the highest quality user experience and fully supporting your business and collaboration needs. Alpha.ca welcomes your questions, concerns or comments regarding this Privacy Statement. Should you have other questions or concerns, please contact the Privacy Team, privacy@alpha.ca.