

Privacy Policy

This Privacy Policy was last updated April 20, 2021.

1. Overview

This Privacy Policy explains how Freshlocal Solutions Inc. (“Freshlocal”, “we,” “us,” or “our”) may collect, process, share, store, and transfer your personal information that you provide when you visit this website as a visitor.

This Privacy Policy is designed to help you obtain information about our privacy practices and to help you understand your privacy choices when you use this website.

In this Privacy Policy, we sometimes refer to “you” or “your”, and in most instances “you” refers to a visitor to our website or user of our services.

Please contact us if you have questions about our privacy practices that are not addressed in this Privacy Policy.

2. What information do we collect?

We collect information about you that you provide to us when you access or use this website or our services. This information may include your name, nationality, home address, telephone number, personal e-mail address, IP address, and service preferences, as well as other information defined as non-public or private information about you pursuant to applicable laws and regulations.

Cookies and Tracking Technologies

When you use this website or interact with our services, we may use cookies and other tracking technologies (collectively, “Cookies”) to collect non-personal data. Cookies are small text files (typically made up of letters and numbers) placed in the memory of your browser or device when you visit a website or view a message. Cookies allow a website to recognize a particular device or browser.

Our Cookies and similar technologies have different functions. We may use cookies or other technologies that are necessary to the operation of this website, or our services, applications, and tools. This includes technologies that allow you access to this website, our services, applications, and tools; that are required to identify irregular site behavior, prevent fraudulent activity, facilitate transactions and improve security; or that allow you to make use of our functions. Certain aspects and features of our services and this website are only available through the use of Cookies, so if you choose to disable or decline Cookies through your device or browser settings, your use of this website and our services may be limited or not possible.

Where appropriate, security measures are set in place to prevent unauthorized access to our Cookies and similar technologies. A unique identifier ensures that only we and/or our authorized service providers have access to Cookie data.

Service providers are companies that help us with various aspects of our business, such as website operations, our services, applications, advertisements and tools. We may use some authorized service providers to help us to serve you relevant ads on our services and other places on the internet. These service providers may also place Cookies on your device via our services (third-party Cookies). They may also collect information that helps them identify your device, such as IP-address or other unique device identifiers.

3. How do we use your information?

We use your information to: operate this website and provide our services; to manage our business needs, such as monitoring, analyzing, and improving this website performance and functionality and our services; to manage risk and protect this website, the services and you from fraud by verifying your identity and helping to detect and prevent fraud and abuse of this website or our services; to market to our customers by delivering marketing materials about this website and our services; to provide you with location-specific options, functionality or offers if you elect to share your geolocation information through this website (we will use this information to enhance the security of this website and our services and provide you with location-based services, such as advertising, search results, and other personalized content); to comply with our obligations and to enforce the terms of this website and our services, including to comply with all applicable laws and regulations.

We also use your information for our legitimate interests: to enforce the terms of this website and our services; manage our everyday business needs; and provide aggregated and anonymized statistical data to third parties, including other businesses and members of the public, about how, when, and why users visit this website and use our services.

With your consent: to respond to your requests, for example, to contact you about a question you submitted to our customer service team. You can withdraw your consent at any time and free of charge. We may also use information that we collect in aggregate form to further develop and improve this website and our services, and for our own business analyses that will allow us to make informed decisions.

Communicating with you: we use your contact information where appropriate to send you information about our services, events, marketing communications (consistent with your preferences), and job opportunities. We also use email statistics, such as open rates, to assess the effectiveness of, and to make improvements to our communications.

4. What are your rights regarding the information about you?

You have the right to access the personal data we maintain about you. You are entitled to one copy of information free of charge; however, we may charge a reasonable fee if your request is manifestly unfounded or excessive, particularly if it is repetitive.

In addition, you have the right to access and correct the data in certain instances, by sending a detailed request to privacy@freshlocalsolutions.com. We reserve the right to charge a reasonable administrative fee as permitted by law.

You may have options available to manage your cookies preferences. For example, your browser or internet device may allow you to delete, disable, or block certain cookies and other tracking technologies. You can learn more by visiting aboutCookies.org or other similar websites.

5. Who has access to your information?

Freshlocal does not rent or sell your information. We restrict access to your information to authorized employees and we do not share your information with third parties except in the circumstances explained herein.

Employees and Authorized Contractors

Our employees and authorized contractors may need to access information about you when they require this to perform their job. For example, a customer support representative may need access to your account to validate your identity and respond to your question or request; our email communications team may need access to your contact information to ensure this information is sent correctly and any unsubscribe requests are properly managed; and our security staff may need to review information to investigate attempted denial of service attacks, fraudulent account activity, or other attempts to compromise our services.

All our employees and contractors are required to agree to maintain the confidentiality and protect the privacy of your information.

Service Providers and Partners

We will share limited information about you to authorized service providers we use for marketing services, communicating with you, managing our customer database, the provision of professional services, and providing and managing our services (including hosting data centers, securing our services, and payment processing).

We limit the number of service providers who are permitted to process your content for the purpose of assisting us in delivering our services.

When sharing your information with any of these service providers and partners, we ensure they agree to obligations consistent with this Privacy Policy and any other appropriate confidentiality and security measures, and only use your information to carry out our services and your requests.

Law Enforcement, Government Agencies, and Professional Advisors

We may need to disclose information about you where we believe that it is reasonably necessary to comply with a law or regulation, or if we are otherwise legally required to do so, such as in response to a court order or legal process, or to establish, protect, or exercise our legal rights or to defend against legal claims or demands.

In addition, we may be required to disclose information about you if we believe it is necessary to investigate, prevent, or take action: (a) against illegal activities, fraud, situations involving potential threats to our rights or property (or to the rights or property of those who use our services), or to protect the personal safety of any person; or (b) regarding situations that involve the security of our services, abuse of the services infrastructure, or the Internet in general (such as voluminous spamming, or denial of service attacks).

6. How do we safeguard your information?

Freshlocal maintains industry standard security safeguards to protect your information. This includes ensuring our employees receive appropriate security and privacy training and guidance so they are aware of the measures they need to implement to protect your information.

Access controls are in place to limit access to your information to those who need it to perform their jobs. For example, information about you may be provided to our customer support specialists to help you with your requests. Individuals who are permitted to handle your information must adhere to confidentiality obligations.

We encrypt data where appropriate to ensure that your information is kept private.

7. How long do we retain your information?

We retain personal information in an identifiable format for the least amount of time necessary to fulfill our legal or regulatory obligations and for our business purposes. We may retain personal information for longer periods than required by law if it is in our legitimate business interests and not prohibited by law. We will continue to use and disclose such personal information in accordance with this Privacy Policy.

8. California Privacy Notice

This California Privacy Notice (“California Notice”) applies to California residents whose personal information is processed by Freshlocal pursuant to the California Consumer Privacy Act (“CCPA”) or other California privacy laws described below. The California Notice describes how we protect the personal information we process and control relating to California residents and rights California residents may have in relation to their personal information. For the purposes of this California Notice, “personal information” has the meaning provided by the CCPA and does not include information that is publicly available, that is deidentified or aggregated such that it is not capable of being associated with you, or that is excluded from the CCPA’s scope, such as personal information covered by certain sector-specific US privacy laws, such as HIPAA, the FCRA, GLBA, or the Driver’s Privacy Protection Act of 1994.

Collection and use of personal information. We collect personal information from and about you as described above. To learn more about the categories of personal information we have collected in the last 12 months and how we use this information, please contact privacy@freshlocalsolutions.com.

Disclosure of personal information. We share personal information with service providers (as defined in the CCPA), and with third parties for business purposes, in a manner that does not constitute a “sale” (as defined in the CCPA (for example, at the direction of the consumer)).

We allow certain third-party advertising partners to collect information about the users of our services for the purposes of serving ads that are more relevant, for ad campaign measurement and analytics, and for fraud detection and reporting. All cookies that are not strictly necessary (including third-party) require prior, opt-in consent from California consumers, are loaded per the consumer’s instructions and preferences, and do not involve “sales” of personal information per the CCPA’s definition of the term. To learn more about online advertising and how you may be able to control some of this activity, please contact privacy@freshlocalsolutions.com.

Your California Rights and Choices. As a California resident, you may be able to exercise the following rights:

- The Right to Know any or all of the following information relating to your personal information we have collected and disclosed in the last 12 months, upon verification of your identity:
 - The specific pieces of personal information we have collected about you;
 - The categories of personal information we have collected about you;
 - The categories of sources of the personal information;
 - The categories of personal information that we have disclosed to third parties for a business purpose, and the categories of recipients to whom this information was disclosed;
 - The categories of personal information we have sold and the categories of third parties to whom the information was sold; and
 - The business or commercial purposes for collecting or selling the personal information.
- The Right to Request Deletion of personal information we have collected from you, subject to certain exceptions.

- The Right to Opt Out of Personal Information Sales to third parties now or in the future. Freshlocal does not sell personal information.

You also have the right to be free of discrimination for exercising these rights. However, please note that if the exercise of these rights may limit our ability to process personal information. For example, if you submit a deletion request, we may no longer be able to provide you our products and services or engage with you in the same manner.

To submit your California Consumer Rights Requests. You may submit a request to exercise your California Consumer Rights through one of the mechanisms described below. We will need to verify your identity before processing your request, which may require us to request additional personal information from you or require you to log into your account, if you have one. In certain circumstances, we may decline or limit your request, particularly where we are unable to verify your identity or locate your information in our systems, or as permitted by law.

To exercise your California Consumer Rights, please submit a request by contacting privacy@freshlocalsolutions.com.

Do Not Sell My Personal Information. Freshlocal does not sell personal information.

California's "Shine the Light" Law. California's "Shine the Light" law (Civil Code Section §1798.83) provides certain rights to California residents that have an established business relationship with us with regard to the disclosure of certain types of personal information to third parties for their direct marketing purposes. Freshlocal does not disclose personal information to third parties for their direct marketing purposes, unless the customer first affirmatively agrees to that disclosure.

9. For Individuals in the European Economic Area, UK or Switzerland

Data subject rights. If you are an individual located in the European Economic Area ("EEA"), UK or Switzerland, you have the following rights in relation to your personal information:

- i. the right to be informed about how your personal information is being used;
- ii. the right to access the personal information we hold about you and, in certain circumstances, to transfer the personal data you have provided to us to another controller in a structured, commonly used, machine-readable format;
- iii. the right to request the correction of inaccurate or incomplete personal data we hold about you without undue delay;
- iv. the right to obtain the erasure of your personal information without undue delay in certain circumstances, such as where the personal information is no longer necessary in relation to the purposes for which it was collected or processed, or where consent has been withdrawn (when consent is used as a lawful basis of data processing);
- v. the right to obtain the restriction of the processing undertaken by us on your personal information in certain circumstances, such as where the accuracy of the personal information is contested by you, for a period enabling us to verify the accuracy of that personal information; and
- vi. the right to object. You have the right to object to any processing based on our legitimate interests where there are grounds relating to your particular situation. There may be compelling reasons for continuing to process your personal information, and we will assess and inform you if that is the case. You can object to marketing activities for any reason.

- vii. You also have the right to lodge a complaint to your local data protection authority. Further information about how to contact your local data protection authority is available at http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

To otherwise exercise your rights, or if you have any questions relating to your rights, please contact us using the details set out in the “Contacting Us” section. You can view and request deletion of your account information by emailing privacy@freshlocalsolutions.com.

Onward Transfers (Transfers to Third Parties). Freshlocal may transfer personal information to certain third parties (as described in this Privacy Policy). Where we transfer personal information to a third party, we will take reasonable and appropriate steps to ensure the third-party processes personal information for limited and specified purposes and in a manner consistent with our legal obligations.

We allow certain third-party advertising partners to collect information about the users of our Service for the purposes of serving ads that are more relevant, for ad campaign measurement and analytics, and for fraud detection and reporting. All cookies that are not strictly necessary (including third-party) require prior, opt-in consent from individuals in the EEA, UK, and Switzerland before loading.

10. Changes to this Privacy Policy

We may make changes to this Privacy Policy at any time to reflect updates to our services, applicable laws, and other factors. We will include a prominent notice on this website and/or our services if we make any material changes, but we encourage you to stay informed by reviewing this policy periodically.

11. How to Contact Us

If you have any questions, concerns or feedback, please our Privacy team and Privacy Officer/Data Protection Officer at privacy@freshlocalsolutions.com, or send a letter to:

Freshlocal Solutions Inc.
105-5566 Trapp Avenue
Burnaby, BC, Canada
V3N 5G4
Attn: Freshlocal Privacy Team

If we are unable to resolve your concerns, you also have the right to contact your local data protection authority.