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Introduction

Van Elle Canada (“**Van Elle**”, “**we**”, “**our**”, or “**us**”) takes your privacy seriously. This policy describes how we collect, use, and disclose personal information in connection with our website located at <https://van-elle.ca/> (the “**Site**”). By accessing and/or using the Site, you agree to the collection, use, disclosure, processing, and retention of your personal information as described in this Privacy Policy.

We may make changes to our Privacy Policy from time to time. When we do so, we will post the revised policy on our Site and amend the effective date at the top of the policy. We encourage you to check back on our Site for the latest information about our Privacy Policy and practices. If we make significant changes to our Privacy Policy, we will take additional measures to bring these to your attention. Following our posting of any changes to this Privacy Policy, your continued use of the Site signifies your consent to the revised terms of this Privacy Policy.

What types of information do we collect?

For the purposes of this policy, “personal information” is any information about an identifiable individual, including any information that, alone or in combination with other information, could be used to identify an individual. Personal information does not include aggregated information, or any personal information that has been de-identified through the removal of potentially identifying details, such that the data may not be identified with a particular individual.

When you use the Site or contact us directly, we may collect, use, process, and/or disclose the following personal information:

- **Information you provide to us.** We collect personal information that you provide directly to us when you use the “Contact Us” function on our Site, complete forms on our Site, or otherwise provide personal information such as your name, email address, and telephone number in connection with a query. We may use this information to provide you with information about our company, respond to your requests, and/or send you promotional materials if requested. If you contact us, we may keep a record of that correspondence. We may also occasionally ask you to complete optional surveys that we use for research purposes.
- **Usage information.** We collect non-personal usage data as you use the Site. We may also collect information about your computer, including where available your IP address, operating system and browser type, for system administration purposes and to report aggregate information to our advertisers. We use this data to improve visitors’ experience on our Site and to develop content that we think they might be interested in.

Other than some key information which we require to respond to your requests, most of the personal information that you provide to us is optional.

We rely on you to ensure that the personal information you provide to us is accurate, complete, and up-to-date. You may make changes or corrections to your personal information at any time. If you would like to review or

update your personal information, please contact **[our Privacy Officer]** using the contact information provided below.

How do we use personal information?

We generally collect, use, disclose, process, and retain your information to respond to your requests and to operate our business, including for the following purposes:

- to establish and maintain a commercial relationship with you;
- to provide information or services that you have requested from us;
- to provide you with support and ongoing customer service;
- to help you efficiently access and use our Site;
- to generate aggregate, anonymized Site usage data and to provide, improve, test, and monitor the effectiveness of our Site;
- to ensure that content from our Site is presented in the most effective manner for you and for your computer;
- to carry out our obligations arising from any contracts entered into between you and us; and
- to meet legal and regulatory requirements.

Any personal information submitted to Van Elle is kept confidential and will not be shared, except as specified in this Privacy Policy.

When do we share personal information?

We may provide your personal information to trusted partners and service providers that we have engaged to provide us with services or to perform services on our behalf, based on our instructions, such as data processing and storage companies or individuals and organizations that provide professional and/or administrative services to us. We may also share your information within our corporate group or with service providers who help us run our operations, provide services to you, or fulfill your requests.

We may provide your personal information to a third party where reasonably required in the context of a sale, merger or amalgamation involving all or part of our business. In any such case, the recipient parties will be contractually required to keep the information confidential and use it only for the purposes of the transaction, or proposed transaction, in question.

We may disclose your personal information in response to a search warrant or other legally valid inquiry or order, or as otherwise required or permitted by applicable law, including the disclosure of personal information where necessary for the establishment, exercise, or defense of legal claims, or to prevent actual or suspected loss or harm to persons or property.

How do we use cookies?

We use “cookie” technology to provide you with a better user experience as you use the Site. A cookie is a tiny element of data that our Site can send to your browser, which is stored on your device and records your preferences and your use of the Site so we can recognize you when you return. We use cookies to help us understand how you use our Site so we can make our Site more relevant to you. We also use cookies to estimate our audience size and usage patterns, speed up your searches, and store information about your preferences to customise our Site according to your individual interests. You may set your browser to notify you when you receive a cookie or to not accept certain cookies. However, if you decide not to accept cookies in connection with our Site, you may not be able to take full advantage of all of the features of our Site.

[We also use automated devices and applications, such as Google Analytics (<https://support.google.com/analytics/answer/6004245>) (to opt out, go [here](https://tools.google.com/dlpage/gaoptout) (<https://tools.google.com/dlpage/gaoptout>)), and providers such as LinkedIn and Facebook to evaluate usage of our Site. We use these tools to obtain aggregated statistical information about the use of the Site to help us improve our services, performance, and user experiences. These analytics providers may use cookies and other technologies to perform their services, and may combine the information that they collect about you on our Site with other information that they have collected about you from your use of other sites. This Privacy Policy does not cover the collection, use and disclosure of tracking data collected by third party analytics providers; for further information please see the relevant party’s privacy policy.]

How long do we retain personal information?

We retain your personal information only where required to fulfil the purposes set out in this Privacy Policy, and for no longer than necessary to fulfil those purposes. When we no longer have a legitimate need to retain your personal information, we will securely destroy or erase it.

How do we safeguard personal information?

We endeavour to maintain appropriate physical, procedural, and technical security with respect to our offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure, or modification of your personal information. We further protect your personal information by restricting its access to employees who need to have knowledge of that information in order for us to respond to your requests or provide our services.

Cross-border data transfers

We and some third-party service providers that we may engage may store or process your personal information in the United States, the United Kingdom, or other jurisdictions other than Canada, where it may be subject to the laws of the jurisdiction in which it is stored. By using the Site and/or our services, you expressly agree that your personal information may be transferred to the United States and the United Kingdom.

Your choices and access to your personal information

We value your choices when it comes to your personal information. You choose how much information to share with us when you request information from us or otherwise contact Van Elle. You generally have the right to withdraw your consent to any further collection, use, or disclosure of any elements of your personal information, subject to legal and contractual requirements.

If you would like to discuss your privacy choices, including your ability to opt-out of providing certain information, please contact our **[Privacy Officer]** using the contact information provided below.

External links

This Site contains links to other sites. Van Elle is not responsible for the privacy practices or the content of such Sites. Other websites may post their own privacy policies to inform visitors of their current practices.

Contact Us

If you have any questions about this privacy policy, Van Elle's privacy practices, or your dealings with this Site, please contact our **[Privacy Officer]** by email or by mail at the following address: