

## PRIVACY POLICY

This privacy policy discloses the privacy practices for paradigmcustomhomes.ca. This privacy policy applies solely to information collected by this web site. It will notify you of the following:

- What personally identifiable information is collected from you through the web site, how it is used and with whom it may be shared;
- What choices are available to you regarding the use of your data;
- The security procedures in place to protect the misuse of your information; and
- How you can correct any inaccuracies in the information.

## INFORMATION COLLECTION, USE, AND SHARING

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell, share or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order.

With your consent, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy. You may opt out of any future contacts from us at any time.

## YOUR ACCESS TO AND CONTROL OVER INFORMATION

You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any personal database information we have about you.
- Express any concern you have about our use of your data.

## SECURITY

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the bottom of your web browser, or looking for "https" at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment

#### UPDATES

Our Privacy Policy may change from time to time and all updates will be posted on this page.

If you feel that we are not abiding by this privacy policy, you should contact Jeff Baertsoen immediately via telephone at 1-204-792-1122 or via email at [info@paradigmcustomhomes.ca](mailto:info@paradigmcustomhomes.ca)

#### COOKIES

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

#### LINKS

This web site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

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# Privacy Policy

## 1. Sites covered by this Policy Statement

This Privacy Statement applies to all Paradigm Custom Homes owned websites and domains, and our wholly owned subsidiaries [paradigmcustomhomes.ca](http://paradigmcustomhomes.ca).

The Paradigm Custom Homes websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Paradigm Custom Homes website. Paradigm Custom Homes does not control those sites or their privacy practices, which may differ from Paradigm Custom Homes. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the Paradigm Custom Homes Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with Paradigm Custom Homes that sharing is governed by that third-party company's privacy policy.

## 2. Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

**Personal information** is information that is associated with your name or personal identity Paradigm Custom Homes uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Paradigm Custom Homes. We take seriously the trust you place in us. Paradigm Custom Homes will not sell, rent or lease your personal information to others.

On some Paradigm Custom Homes websites, you can order products or services, request information, subscribe to marketing or support materials, register yourself or your Paradigm Custom Homes products, or apply for a job at Paradigm Custom Homes. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information, contact preferences, educational and employment background, and job interest data.

**Non-personal information** is data about usage and service operation that is not associated with a specific personal identity Paradigm Custom Homes collects and analyzes non-personal information to evaluate how visitors use the Paradigm Custom Homes websites.

Non-personal data we collect may include the pages visited on the Paradigm Custom Homes websites, unique URLs<sup>1</sup> visited within our website, browser type and IP address. Most non-personal data is collected via cookies or other analysis technologies.

## 3. Children's Privacy

Paradigm Custom Homes is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests Paradigm Custom Homes does not knowingly collect information from children under the age of 13 and Paradigm Custom Homes does not target its websites to children under 13.

## 4. How we use your information

Paradigm Custom Homes uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize some Paradigm Custom Homes websites. Occasionally we may also use your information to contact you for market research regarding Paradigm Custom Homes products or services. We will give you the opportunity to choose your privacy preferences regarding such communications. You may, at any point, contact us to request an opt-on on

future communication. Credit card information is used only for payment processing and fraud prevention. This information is not used for any other purpose by our financial services providers or Paradigm Custom Homes and will not be kept longer than necessary for providing the services, unless you ask us to retain your credit card information for future purchases.

Personal data collected online may also be combined with information you provide Paradigm Custom Homes through other sources such as product registration, call centers or public events such as trade shows or seminars.

Personal data given to Paradigm Custom Homes may be transferred across state, provincial and/or country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about Paradigm Custom Homes website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

#### **5. Who we share your information with**

Paradigm Custom Homes will not sell, rent or lease your personal information to others. Paradigm Custom Homes will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. Paradigm Custom Homes shares customer information across Paradigm Custom Homes -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Paradigm Custom Homes occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of Paradigm Custom Homes and may not use it for any purpose other than to carry out the services they are performing for Paradigm Custom Homes. These service providers may change or we may contract with additional service providers to better accommodate our customers. Paradigm Custom Homes will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Paradigm Custom Homes or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, Paradigm Custom Homes will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

#### **6. Your Choices**

Paradigm Custom Homes gives you the choice of receiving a variety of information that complements our products and services. You can subscribe to receive certain product- and service-specific information and Paradigm Custom Homes wide marketing communications Paradigm Custom Homes -wide communications may include new product information, special offers, or an invitation to participate in market research. We give you a choice regarding delivery of Paradigm Custom Homes -wide communications by postal mail, e-mail and telephone. You can make or change your choices at the data collection point. We will make every effort to honour your preferences. This option does not apply to communications for the purpose of administering order completion, contracts, support, product safety warnings or driver updates.

#### **7. Your information and third-party companies**

Certain Paradigm Custom Homes services are linked with those from unrelated third-party companies, some which offer you the option to share with both Paradigm Custom Homes and the third party personal data you provide. We will not share your personal information with those third-party companies unless you make that choice.

#### **8. Access to and accuracy of your information**



Paradigm Custom Homes strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain customer data accuracy. We will provide you with access to your information, including making reasonable effort to provide you with online access and the opportunity to change your information. To protect your privacy and security, we will also take reasonable steps to verify your identity, such as a password and user ID, before granting access to your data. Certain areas of Paradigm Custom Homes websites may limit access to specific individuals through the use of passwords and other personal identifiers.

#### **9. Keeping your information secure**

Paradigm Custom Homes is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, <company name> has in place appropriate physical and managerial procedures to safeguard the information we collect.

We use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data such as credit card information. SSL encryption is designed to make the information unreadable by anyone but us. This security measure is working when you see either the symbol of an unbroken key or closed lock (depending on your browser) on the bottom of your browser window.

Credit card numbers are used only for processing payment and are not used for other purposes. As part of real-time payment processing, Paradigm Custom Homes subscribes to a fraud management service. This service gives you and Paradigm Custom Homes an extra level of security to guard against credit card fraud to protect your financial data.

#### **10. Contacting us**

We value your opinions. If you have comments or questions about our privacy policy, please send them to Jeff Baertsoen at 1-204-792-1122 or by email at [info@paradigmcustomhomes.ca](mailto:info@paradigmcustomhomes.ca)

This privacy statement applies to Canada