

# Privacy Policy – Bison Pizza

**Effective Date:** April 2026

Bison Pizza (“we,” “our,” or “us”) is committed to protecting the privacy and security of personal information in accordance with applicable Canadian laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA). This Privacy Policy describes in detail how we collect, use, disclose, and safeguard your personal information when you interact with our business, including in-store, online ordering, mobile applications, and loyalty programs.

## 1. Information We Collect

We collect personal information necessary to provide our products and services effectively. The types of information we may collect include:

- **Contact Information:** such as your name, phone number, and email address when you place an order or sign up for communications.
- **Order Information:** including items purchased, customization preferences, and transaction history.
- **Delivery Information:** including your delivery address and related instructions.
- **Account Information:** including data associated with loyalty programs or mobile applications (e.g., TapMango).
- **Technical Information:** such as IP address, browser type, and usage data when interacting with our website.

This information is collected directly from you when you interact with our services, including placing orders in-store or online, registering for loyalty programs, or communicating with us.

## 2. How We Use Your Information

We use your personal information for the following business and operational purposes:

- To process, confirm, and fulfill your orders accurately and efficiently.
- To communicate with you regarding your orders, including confirmations, updates, and issue resolution.
- To manage and administer loyalty and rewards programs.
- To respond to inquiries, feedback, or customer service requests.
- To send marketing communications, promotions, or offers where you have provided consent.
- To improve our services, menu offerings, and overall customer experience through internal analysis.

### 3. Consent

We collect, use, and disclose your personal information with your consent, as required under Canadian law.

**Implied Consent:** When you provide personal information for the purpose of completing a transaction (such as placing an order), we may use that information to fulfill the request and communicate with you regarding that transaction.

**Express Consent:** For marketing communications (including SMS and email), we obtain your explicit consent through opt-in mechanisms such as app sign-ups, checkboxes, or subscription forms.

You may withdraw your consent at any time, subject to legal or contractual restrictions.

### 4. SMS Communications

When you provide your phone number, we may use it to send communications in accordance with your consent preferences.

**Transactional Messages:** These include order confirmations, pickup notifications, and delivery updates. These messages are essential for service delivery and do not require marketing consent.

**Promotional Messages (Opt-In Only):** If you explicitly opt in, you may receive promotional messages such as discounts, special offers, or announcements.

SMS Program Details:

- Message frequency may vary depending on promotions and activity.
- Standard message and data rates may apply according to your carrier.
- You may opt out at any time by replying STOP to any message.
- You may request assistance by replying HELP or contacting us directly.

We do not sell, rent, or share your phone number with third parties for independent marketing purposes.

### 5. Email Communications

If you provide your email address and opt in to receive communications, we may send you marketing emails related to promotions, updates, or business news.

All marketing emails include a clear unsubscribe mechanism, allowing you to opt out at any time.

## 6. Sharing of Information

We limit the sharing of personal information to what is necessary to operate our business and provide services.

**Service Providers:** We may share information with trusted third-party providers, including:

- Point-of-sale and ordering systems (Toast, TapMango, Deliverect).
- Payment processors (Stripe, First Data/Clover, Toast Payments).
- Delivery platforms (Uber Eats, DoorDash, SkipTheDishes).

These providers are contractually obligated to handle your information securely and only for the purposes of providing services on our behalf.

**Legal Requirements:** We may disclose personal information where required by law or to protect our rights, property, or safety.

## 7. Data Security

We implement appropriate administrative, technical, and physical safeguards to protect personal information against unauthorized access, disclosure, alteration, or destruction.

These measures include secure systems, restricted access, and reliance on reputable service providers. However, no system can be guaranteed to be completely secure.

## 8. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this policy, including business operations, legal compliance, and dispute resolution.

## 9. Your Rights

You have the right to access and control your personal information, including:

- Requesting access to the personal information we hold about you.
- Requesting correction of inaccurate or incomplete data.
- Withdrawing consent for marketing communications.
- Requesting deletion of your information, where applicable.

## **10. Cookies and Analytics**

Our website may use cookies and similar technologies to enhance user experience, analyze traffic, and improve functionality. You may disable cookies through your browser settings, though this may affect certain features.

## **11. Third-Party Links**

Our website and services may contain links to third-party platforms. We are not responsible for the privacy practices or content of those external services.

## **12. Contact Information**

For questions, concerns, or requests related to this Privacy Policy, please contact:

Bison Pizza  
720 Sargent Ave  
Winnipeg, MB  
Phone: 204-414-1414  
Email: [orders@bisonpizza.ca](mailto:orders@bisonpizza.ca)

## **13. Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be posted on this page with a revised effective date.