



Legal Privacy Statement

Effective Date: 7 August 2025

Pralure Inc. (“Pralure”)

This Privacy Statement describes how Pralure collects, uses, discloses, and safeguards personal information in accordance with applicable privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA).

This Statement applies to all interactions with our website, products, and services.

1. Definitions

Personal Information: Information about an identifiable individual.

Processing: Any operation performed on personal information.

Service Providers: Third parties engaged to perform services on our behalf.

2. Information We Collect

2.1 Personal Information

We may collect:

- Name
- Email address
- Phone number
- Billing and payment information (processed by third-party providers; we do not store credit card numbers)
- Order history
- Account information (if applicable)
- Communications sent to us

2.2 Automatically Collected Information

- IP address
- Browser type and device identifiers
- Pages visited and session data
- Essential platform cookies (GoDaddy hosting)

We do not use Meta Pixel, Google Ads, Hotjar, TikTok Pixel, or other behavioral tracking tools.



3. Purposes of Collection

We process personal information for:

- Order processing, fulfillment, and invoicing
- Customer support and communication
- Website optimization
- Legal, compliance, and internal record-keeping
- Fraud prevention and security

4. Consent

By providing your information, you consent to its use as described.

You may withdraw consent by contacting us: privacy@pralure.com.

5. Disclosure of Information

We may disclose information to:

- Shipping carriers
- Payment gateways
- IT infrastructure providers (e.g., GoDaddy)

We may disclose information if required by law, regulation, subpoena, or court order.

6. International Transfers

Our hosting providers may store or process information outside of Canada. We ensure appropriate safeguards are in place.

7. Data Security

We employ administrative, technical, and physical safeguards including:

- SSL encryption
- Access-restricted storage
- Secure payment processing

Despite these measures, no system is completely secure.



8. Data Retention

We retain personal information only as long as necessary to:

- Fulfill the purposes stated
- Maintain business records
- Meet legal and regulatory obligations

9. Your Rights Under PIPEDA

You may request:

- Access to your information
- Corrections
- Withdrawal of consent
- Deletion, subject to legal requirements

Requests: privacy@pralure.com

10. Children's Privacy

We do not knowingly collect information from individuals under age 13.

11. Cookies

Our website uses **only essential cookies** provided by GoDaddy for security, load balancing, and functionality.

12. Breach Notification

In the event of a data breach involving your personal information, Pralure will notify affected individuals as required by law.

13. Changes to This Statement

Updates will be posted with a new effective date.



14. Contact Information

For questions about this Statement or your personal information:

Email: privacy@pralure.com

Phone: 437-881-0686