

# Privacy Policy

This Privacy Policy (“Policy”) describes how personal information about you is collected, used and disclosed by Rural River Rentals Ltd. and our subsidiaries and affiliates (collectively, “Rural Rivers”) with respect to your use of our websites where this Policy is posted. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

**Updated 01 November 2021**

## **Information We Collect**

We collect personal information about you in various ways, such as when you create an account with us in person, use the interactive areas and features on our websites, make a purchase, participate in our contests or surveys or when you email, call or otherwise communicate with us. Such information may include your name, address, email address, phone number, fax number, photographs, credit card information and other contact or demographic information you choose to provide. We may also obtain information about you from other sources and link or combine that with information we collect on our websites.

We also automatically collect information about you when you access or use our websites. For example, we automatically log your computer’s operating system, Internet Protocol (“IP”) address, access times, browser type and language and the website you visited before navigating to our websites. We may also collect information about your usage and activity on our websites.

## **Cookies**

We collect certain information using “cookies.” Cookies are small data files stored on your hard drive by a website. Among other things, cookies help us improve our websites and your experience. We use cookies to see which areas and features are popular and to count visits to our websites. We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. We use session cookies to make it easier for you to navigate. A persistent cookie remains on your hard drive for an

extended period of time. We set a persistent cookie to store your passwords, so you don't have to enter it more than once. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove and/or reject cookies. Please note that if you choose to remove or reject cookies, this could affect certain features of our websites.

### **Web Beacons**

We also collect information using Web beacons. Web beacons are electronic images that may be used on our websites or in our emails. We use Web beacons to deliver cookies, count visits, understand usage and campaign effectiveness and to tell if an email has been opened and acted upon.

### **Third Party Cookies**

We may also allow third parties to use cookies, web beacons or other devices to collect non-personal information about visitors to our websites. Such information may be used, among other things, to analyze data, to determine the popularity of certain content, to make it easier to navigate around our websites and to better understand the usage and visitation of our websites. This Policy does not apply to, and we are not responsible for, cookies, web beacons or other devices used by third parties.

### **How We Use Your Information**

We use the personal information we collect for the purposes described in this Policy or otherwise disclosed to you on our websites. For example, we may use your information to:

- operate and improve our websites;
- provide and deliver products and services, process and complete transactions and send you related information, including purchase confirmations, shipping alerts, invoices, updates, security alerts, recall notices and support and administrative messages;
- maintain and administer your online account;
- respond to your comments and questions and provide customer service;

- send you news and information about events, activities, offers, promotions, products and services offered by Rural Rivers or third parties that we think will be of interest to you;
- process and deliver contest or sweepstakes entries and prizes; and
- link or combine with other personal information we receive from third parties to help understand your needs and provide you with better service.

### **Disclosure of Information Policy**

It is our policy not to share personal information collected through our websites with third parties except as described in this Policy or as otherwise disclosed to you on our websites. For example, we may share personal information as follows:

- when you give us your consent to do so, including if we notify you on our websites that the information you provide will be shared in a particular manner and you provide such information;
- when you provide a product review or you post content to interactive areas or features of our websites;
- with third party vendors, consultants and service providers that perform services to help us with our business activities (such as shipping your order or offering customer service) and who need access to such information to carry out their work for us. These companies are authorized to use your personal information only as necessary to provide these services to us
- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or to respond to lawful requests, legal process or legal authorities;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, respond to an emergency or investigate fraud; and
- in connection with, or during negotiations of, a merger, acquisition, financing or sale of all or a portion of Rural Rivers' assets.

We may also share aggregated or anonymized information that does not directly identify you.

## **Links to Other Websites**

Our websites include links to other websites. This Policy does not apply to linked sites and we are not responsible for the content or privacy and security practices of those sites. Any personal information you provide to a linked site is provided directly to a third party and is subject to such third party's privacy policy. We encourage you to carefully read the privacy policies of any website you visit before providing any personal information.

## **Security**

We take reasonable measures to protect your personal information in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration and destruction. When you enter sensitive information (such as a credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL). We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our Website, you can contact us at [rentals@ruralrivers.com](mailto:rentals@ruralrivers.com)

## **Your Information Choices and Changes**

You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails or emailing us at [rentals@ruralrivers.com](mailto:rentals@ruralrivers.com). If you opt out of receiving such communications, we may still send you non-promotional emails, such as emails about your account, purchases or our ongoing business relations.

If your personal information changes, or if you no longer desire our service, you may correct, update or delete your information by emailing us at [rentals@ruralrivers.com](mailto:rentals@ruralrivers.com) or contacting us by telephone or postal mail at the contact information listed below. We will respond to your request within 30 days.

## **Data Retention**

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at [rentals@ruralrivers.com](mailto:rentals@ruralrivers.com). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

### **Social Media Widgets**

Our Web site includes Social Media Features, such as the Facebook Like button and Widgets, such as the Twitter button or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

### **Notification of Privacy Policy Changes**

We may update this Policy at any time to reflect changes to our information practices and we will indicate when changes have been made by revising the date at the top of the Policy. If we make any material changes to this Policy, we will notify you by email (sent to the email address specified in your account) or by posting a prominent notice on our websites prior to the date such changes become effective. We encourage you to periodically review this Policy for the latest information on our privacy practices.

### **Contact Us**

If you have a question about this Policy, please contact us at:

Rural River Rentals Ltd.

26105 Meadowview Drive

Sturgeon County, AB

T8T 0K9

780-916-2274

[rentals@ruralrivers.com](mailto:rentals@ruralrivers.com)