

PRIVACY NOTICE

Enviroshake (hereinafter the “Company, “we”, “us”, or similar terminology), located at [650 Riverview Drive Chatham Ontario Canada N7M 5J5] is a pioneer in the composite roofing and siding industry since 1998. We believe in being transparent about how the Company collects, uses and otherwise processes personal information. In order to help users of our website (“Users”) and our customers understand our information handling practices, we have created this Privacy Notice to highlight some key elements of our Privacy Policy. **However, we encourage you to read our full Privacy Policy for more detailed information on topics discussed in this Privacy Notice, as the policy contains important information for you.**

Some key terms to understand

“Personal information” is information about an identified or identifiable individual. Depending upon where you are located in the world, you may be more familiar with the terms “personally identifiable information” or “personal data”. For the purposes of our Privacy Notice and Privacy Policy the term “personal information” is intended to refer to information about individuals that falls within the scope of applicable privacy and/or data protection legislation in the jurisdiction where the individual is located.

Throughout our Privacy Notice and Privacy Policy, we use the terms “Process”, “Processing” and “Processed”. These terms refer to anything we may do with personal information. In other words, such terms include any operation or set of operations which is performed on personal information, whether or not by automated means, including collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Our Processing of Personal Information

What personal information do we collect?

- We collect personal information that you voluntarily provide to us, including name, email address, mailing address, phone number, username, password, credit card information (from customers only), and the contents of any email message or other communication that you send to us. In addition, if you phone our customer service line your call will be recorded.
- Our website (the “Site”) also collects certain information on Users, such as browser name, device/computer type, operating system, the User’s Internet service provider, country or city from which you are accessing the Site, and information on your usage of our Site (e.g., length of time on the Site and links clicked). Although we are not able to link this information to you as an individual, in some jurisdictions this is considered personal information because others may be able to do so (e.g., ISP’s or law enforcement).

Why do we collect personal information and how is it used?

- The information that you voluntarily provide to us will be used to communicate with you, including to provide information and updates about your order(s), send you communications that you have agreed to receive (e.g., our newsletter or information about our products, services and special offers), and respond to your enquiries.
- The information that is collected by our Site is used to understand how our Site is used, in general, so that we can improve the Site for all of our Users.

- We use customer information to process orders. We will also use such information for internal business purposes, such as to improve and develop our products and services in response to customer feedback and preferences.
- Customer service recordings are used to evaluate and improve customer service
- If we want to use your personal information for any other purpose, we will notify you and obtain your consent where required.

Is your personal information shared or disclosed?

- We only share personal information with service providers, who may only use it help us achieve the purposes described above. Currently we use service providers for website administration, website analytics, payment processing, and sending electronic communications such as newsletters and surveys on our behalf.
- We may also disclose certain information if we sell our business or combine with another business, or if we are required or permitted to do so by applicable law (e.g., when required by court order).

What are the risks?

- Although we take steps to safeguard the personal information under our control, "perfect security" does not exist online. We cannot guarantee the security of information posted or transmitted using the Site or via email. It is possible that third parties may unlawfully intercept or access such information.

What are your rights and choices?

- You can choose not to receive advertisements (i.e., emails or other electronic communications containing ads), or to opt-out of website analytics.
- You can withdraw your consent to continued Processing of your personal information (subject to certain limitations). However, if you withdraw your consent, some portions of our Site may not work properly, we may not be able to continue contacting you (e.g., if you withdraw consent to receive our emails, we may not be able to continue sending out newsletter). and/or we may not be able to process your order(s).
- Subject to certain required or permitted exceptions under applicable law, you can obtain information about our Processing of your personal information, and you can also request access to your personal information and/or rectify any inaccurate, incomplete or outdated information.

To exercise any of the above rights or choices you can contact our Vice President of Sales and Marketing as outlined under the "Contacting Us" section in our Privacy Policy.

What else should you know?

- Your information may be Processed outside of the country where you live, and may be accessible to courts, law enforcement and national security authorities in the country where it is Processed.
- Our Site uses cookies and other tracking technologies.

ADDITIONAL PRIVACY NOTICE FOR EUROPEAN UNION (EU) DATA SUBJECTS

Legal basis for processing

As you can see from the purposes for Processing personal information, as described above, we Process your information to: (1) perform our contractual obligations – i.e., to process your orders; (2) for legitimate interests; and (3) for purposes that are permitted or required by law. If none of these basis for Processing your personal information apply, we will not Process your personal information unless you provide your consent.

To be clear, the above basis for Processing personal information are only applied to Processing of personal information about EU data subjects. In other countries where personal information can only be processed with consent, we will only Process personal information with such consent (express or implied, as permitted by applicable laws).

Data subject rights

Subject to certain exceptions and limitations, EU data subjects have some rights in addition to those described above, including:

- to be informed about how we Process your personal information.
- to obtain erasure of your personal information in some circumstances.
- to restrict the Processing of your personal information in some circumstances.
- to object to Processing of your personal information for our legitimate interests.
- to receive your personal information in a usable form, or to request that it be transferred to a third party of your choosing.
- to object to the Processing of your personal information for direct marketing purposes.
- not to provide us with any personal information (see potential consequences above).

Although we would encourage you to contact us if you have any concerns about our Processing of personal information, you also have the right to contact the data processing authority in your jurisdiction if you have a complaint about our Processing of your personal information.

Processing of personal information outside the EU

The Company transfers personal information to and stores personal information in Canada, and some service providers host data in the United States.

PRIVACY POLICY

This Privacy Policy governs the manner in which Enviroshake collects, uses, maintains, discloses and otherwise Processes (as defined below) information collected from users (each, a “User”) of the <http://www.enviroshake.com> website (“Site”), and/or our customers. This Privacy Policy applies to the Site and all products and services offered by Enviroshake.

For the purposes of this Privacy Policy, the terms “Process”, “Processing” and “Processed” include any operation or set of operations which is performed on personal information, whether or not by automated means, including collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction

Although Enviroshake respects all principles of applicable privacy laws, it has three core privacy principles that generally guide its conduct: accountability through awareness, empowering individuals, and protecting and safeguarding information.

Information you provide to us

We collect personal information from our customers for the purposes of processing orders, providing customer service, and otherwise communicating with customers and potential customers about our products and services. Such information may be collected by telephone, email, facsimile, or through the Site.

We also collect personal information from Users of our Site in a variety of ways, including, but not limited to, when Users visit our Site, register on the Site, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, username and password. Users may, however, visit our Site anonymously. Except for the information that is collected automatically by our Site (as described below), we will collect personal information from Users only if they voluntarily submit such information to us (e.g., through communications that Users send to us) and provide express or implied consent where required by applicable law. Users can always refuse to supply personal information, except that it may prevent them from engaging in certain Site related activities.

Information collected by our Site

Our Site also automatically collects certain information about Users whenever they interact with our Site. This information generally includes the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized, information respecting usage of our Site, including pages viewed by the User while visiting the Site, links clicked, length of time spent on the Site, reference website from which the User accessed the Site and other similar information.

Our Site uses “cookies” to enhance User experience, provided that the User consents to receiving such cookies. A “cookie” is a text file that is sent to your computer or device and from your computer/device each time you use the Site. Cookies can track how and when you use the Site and which website you visited immediately before our Site. A cookie does not damage your system and identifies your browser, not you personally. We use cookies to identify which content you accessed on our Site, so that next time you visit, that content may be readily accessible. If you do not wish to receive cookies, you do not have to consent to receiving them, however this may affect the functioning of some aspects of our Site. We also use web beacons that track IP addresses of Users.

We use Lucky Orange, LLC (8680 w. 96th Street, Suite 200, Overland Park, KS 66212, USA) for website analytics on our Site. Lucky Orange collects information respecting traffic on our Site, such as the pages visited, the visitor’s mouse movements and clicks, keystroke data, and HTML data on a page visited by a visitor (if such HTML data includes Personal Information), for the purpose of providing us with real-time analytics and uptime monitoring, including by region/jurisdiction. You can learn more about Lucky Orange’s privacy policy, or opt-out of Lucky

Orange's tracking by visiting <https://www.luckyorange.com/privacy.php>. Lucky Orange is certified to the US Privacy Shield

Our Site also uses [Google AdWords](#) Conversion Tracking cookie to measure and optimize our ads in Google Search or selected Google Display Network sites. This service is provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, which is certified to the US Privacy Shield. Learn more about Google's privacy policy [here](#). You can opt-out of Google AdWords by visiting [Google's Ads Settings](#).

How we use collected information

The Company collects and uses Users personal information for the following purposes:

- To personalize User experience. We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our Site. We continually strive to improve our website offerings based on the information and feedback we receive from you.
- To provide and improve customer service. Your information helps us to more effectively respond to your customer service requests and support needs.
- To administer content, promotions, surveys or other Site features.
- To send Users information they agreed to receive about topics we think will be of interest to them.
- To send periodic emails, including to send nformation and updates pertaining to an order or respond to inquiries, and/or other requests or questions.
- To process customer orders and develop/improve our products and services.

If a User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email. Also, all opt-out requests can be made by emailing us using the contact details provided in the Contacting Us section below. Please note that some communications (such as account notifications, billing information) are considered transactional and necessary for account management, and users cannot opt out of these messages unless you cancel your account.

How we protect your information

We adopt appropriate data Processing practices and security measures to protect against loss or theft of personal information, as well as unauthorized access, alteration, use, disclosure or destruction of your personal information. For example, data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Sharing your personal information

We do not sell, trade, or rent User or customer personal information to others.

We may use third party service providers to help us operate our business and the Site or administer or perform other activities on our behalf, such as for website administration, data analytics, payment processing, and sending electronic communications such as newsletters and surveys on our behalf. We may share your information with

these third parties or allow them to track/access information respecting your use of our Site, for those limited purposes of allowing them to provide their services to us.

We also use Google AdWords and Lucky Orange, as described above, as well as a service provider for our customer relationship management system (“CRM”). Information stored in our CRM is stored in the US.

We may share and disclose your Personal Information to a potential buyer (and its agents and advisors) in the case of a sale, merger, consolidation, liquidation, reorganization, or acquisition.

Finally, there may be circumstances where we may disclose or otherwise Process personal information without notice or consent when required or permitted by law. For example, we may be compelled by legal action to release information (e.g., statutory reporting obligation, search warrant, court order, bankruptcy or insolvency proceedings etc.). We may also be permitted by law to disclose or otherwise Process information without consent for purposes such as to investigate a potential breach of law or contract, to collect on a debt, or in certain emergency situations that threaten the life, health or security of an individual.

Third party websites

Users may find advertising or other content on our Site that link to the sites and services of our suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website’s own terms and policies.

Your rights

You do not have to consent to receiving promotional messages in order to use our Site or purchase our products and services. In fact, certain messages will not be sent to you unless you provide explicit consent.

You can also stop receiving promotional email communications from us at any time by clicking on the “unsubscribe link” provided in such communications. We make every effort to promptly process all unsubscribe requests. You may not opt out of product or service-related communications (e.g., account verification, transactional communications, changes/updates to features of the service, technical and security notices).

You can also generally withdraw your consent to continued use of your personal information. We may need to retain your personal information for certain permitted purposes, even after you withdraw your consent to use it for the purposes that it was collected.

Subject to certain permitted or required exceptions under applicable laws, you also have the right to access, update and/or correct your personal information. You will be required to provide proof of identity to help us avoid disclosing your personal information to someone other than yourself.

Finally, you have the right to understand how we Process your personal information. Although we have tried to provide you with the information that you need to make informed decisions about whether you want to provide us with your personal information, if you would like further information, you can contact us as outlined under “Contacting Us” in this Privacy Policy.

Retention of personal information

Your personal information will be stored at Ontario, Canada and accessible to accounting, sales, customer service, marketing, logistics, and IT employees who have a need to access such information to perform their job duties.

The Company keeps your personal information for as long as it is required for the reasons it was collected, or for such longer period as it may be required to protect our interests, comply with applicable laws, or defend against claims. Generally this would mean that your information will be retained for the duration of our relationship with you, and up to three years following the end of such relationship, although this may vary depending upon local law requirements. When we no longer require your personal information, we will either destroy or erase it, or we will make it anonymous so that it cannot be associated with or linked to you.

International Transfers

Your personal information may be transferred to, or Processed in, a country other than the country where you live. More particularly, we store and process information in Canada, and some of our service providers store and process information in the United States. Although the Company takes steps to protect personal information under its control, wherever it is stored, information that is Processed in another country may be accessible to courts, law enforcement and national security authorities in the country where it is Processed

Children

We do not knowingly collect any personal information about children. If we discover that we have collected such information, we will promptly delete it. If you believe that we have collected personal information about any child, please let us know.

Changes to this privacy policy

Enviroshake has the discretion to update this Privacy Policy at any time. If you provide us with your contact information and we have your consent to receive emails from us (or we are permitted to send the message without such consent), we will notify you of any material changes to the Processing of your personal information. We will also post a notification of any changes on the main page of our Site. We encourage Users to frequently check this Privacy Policy for any changes to stay informed about how we Process the personal information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

Your acceptance of these terms

By using this Site, you signify your acceptance of this Privacy Policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site after we send you notice of a change or following the posting of changes to this policy, as applicable, will be deemed your acceptance of those changes.

ADDITIONAL INFORMATION FOR EUROPEAN UNION (EU) DATA SUBJECTS

Legal basis for processing

We rely upon the following legal basis for processing:

1. ***To perform a contract*** – We use personal information that you provide at the time of account creation and/or submission of orders, to process your orders and provide information related to the status of such orders.
2. ***Legitimate interests*** – As described in the Privacy Notice, we also use some of the information that we collect to evaluate the use of our Site, improve the Site, display content on our Site that may be of interest to the User, provide customer service, and communicate with Users and customers. We also use information about our customers to develop and improve our products. Google AdWords and Lucky Orange are also used for our legitimate interests in analyzing User behavior in order to optimize our website and advertising.

3. ***As permitted or required by law*** – We also Process your personal information for: (i) compliance with any legal obligation applicable to us; (ii) as necessary to protect the vital interests of the data subject or another natural person; and/or (iii) to carry out tasks that are in the public interest.
4. ***Consent*** – If none of the above basis for Processing your information apply, we will not Process your personal information without your freely given, specific, informed and unambiguous consent.

To be clear, the above basis for Processing personal information are only applied to Processing of personal information about EU data subjects. In other countries where personal information can only be processed with consent, we will only Process personal information with such consent (express or implied, as permitted by applicable laws).

Data subject rights

EU data subjects have the following rights, subject to certain limitations, including:

1. *You have the right to be informed about how we Process your personal information.*

Although we have tried to provide this information in our Privacy Notice and Privacy Policy, if you would like further information, you can contact us as outlined under “Contacting Us” in this Privacy Policy.

2. *You have the right to access and rectify your personal information.*

3. *You have the right to obtain erasure of your personal information in some circumstances*

Such circumstances may include where: the information is no longer necessary for the purposes that we collected it and there is no new lawful purpose for us to Process it; we Process your information with your consent and you withdraw that consent (and there is no other lawful purpose for us to Process the information); you exercise your right to object to Processing (as described below), and we do not have an overriding interest for continued Processing; the information has been Processed unlawfully; or erasure is necessary for compliance with applicable law.

However, there are some exceptions to the right of erasure, including where Processing of the Information is required for: exercising the right to freedom of expression and information; compliance with a legal obligation; or establishing or exercising a defence against legal claims.

4. *You have the right to restrict the Processing of your personal information in some circumstances.*

Such circumstances may include where: the accuracy of the data is contested; the processing is unlawful; we no longer need the information for the purpose(s) that it was collected, but do need it to establish, exercise or defend legal rights; or we are in the process of verifying overriding grounds to Process the information following an erasure request.

5. *You have the right to object to Processing of your personal information for our legitimate interests, subject to any compelling legitimate grounds we may have for such Processing.*

Such compelling legitimate grounds include (without limitation) to establish, exercise or defend against legal claims.

6. *You have the right to receive your personal information in a usable form, or to request that it be transferred to a third party of your choosing.*

7. *You can object to the Processing of your personal information for direct marketing purposes (including profiling that is related to direct marketing).*

8. *You have the right to contact the data processing authority if you have a complaint about our Processing of your personal information.*

We would encourage you to contact us if you have any concerns about our Processing of personal information. We respect your privacy rights, and many issues can be solved if you reach out to us. However, you have the right to contact the data processing authority if you have a complaint about our Processing of your personal information, if you wish to do so.

9. *You can choose not to provide us with any personal information*

You can always choose not to provide us with certain personal information or any personal information. However, in such case, we may not be able to process any order(s) you may submit.

Processing of personal information outside the EU

The Company transfers personal information to, and stores personal information in, Canada, and some service providers host data in the United States. The Company's commercial activities in Canada are subject to the *Personal Information Protection and Electronic Documents Act*, which has been recognized as providing an adequate level of data protection for the purposes of allowing data transfers from the EU to Canada.

Contacting us

We respond to all requests we receive from individuals wishing to exercise their rights under applicable privacy and data protection laws, including but not limited to requests to access, correct or update their personal information. We may ask you to verify your identity in order to help us respond efficiently to your request and to avoid disclosing information to an unauthorized person.

If you have any questions or concerns about this Privacy Policy, the practices of this Site, your dealings with this Site, or Enviroshake's Processing of your personal information, or if you would like further information respecting our foreign service providers, please contact us at:

Enviroshake

650 Riverview Drive
P.O. Box 1462
Chatham, ON
N7M 5W8

Attention **Vice President of Sales and Marketing**

Toll Free: 1-866-423-3302
Phone: 1-519-380-9265
Fax: 1-519-380-0689

This document was last updated on June 20, 2018

If you agree to our privacy policy please click the "Accept" button below. We will remember your decision for future visits.