

PRIVACY POLICY

Type of website: Ecommerce

www.craftshop.ca (the "Site") is owned and operated by Xentas Inc.

Craft Shop can be contacted at:

www.craftshop.ca

(403) 481-0547

This privacy policy ("Policy") describes the information that Xentas Inc. and its affiliates (collectively, "We", "us", "our" or "Xentas") collects through its website and any affiliated mobile application or communication platform related to our website (including any social media platforms hosted by third parties, including, without limitation, Facebook or Instagram), or in connection with any goods or services rendered through or related to any of the foregoing (collectively, the "Website") and how we use and protect it and the choices you can make about your information. Throughout this Policy, "information" includes personal information we may collect about you.

PLEASE READ THIS POLICY CAREFULLY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS POLICY, DO NOT USE OR VISIT THE WEBSITE. BY USING OR VISITING THE SITE, YOU AGREE TO THE TERMS OF THIS POLICY.

CONTACT INFORMATION: Please contact us with any inquiry as follows: info@craftshop.ca

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

The personal data we will collect.

- Use of collected data;
- Who has access to the data collected?;
- The rights of Site users; and
- The Site's cookie.

This Privacy Policy applies in addition to the terms and conditions of our Site.

Consent

By using our Site users expressly agree that they consent to:

The conditions set out in this Privacy Policy; and

The collection, use, retention and applicable internal or third-party disclosures of the data listed in this Privacy Policy.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Data Collected

When you visit and use our Site, we may collect and store the following information:

We collect information from and about you when you visit or use the Website. The following are examples of ways in which you can visit or use the Website, without limitation:

- To provide contact information (for example, full name, postal address, email address and a telephone number and related preferences), information for transactions with us and/or a third party through the Website, information provided in connection with products and services, payment information (for example, credit history,

credit card information or financial account information for another type of payment) or demographic information which you voluntarily provide to us.

- Information when you contact or otherwise interact with us or a third party (for example, your search queries on the Website or reporting an issue with the Website); or
- Information when you engage in the goods and services rendered from the Website or from Xentas.
- We can receive information from or about you through any other individuals or third parties, including third party service providers and/or third-party social networking services, which information can be used as described in this Policy.
- We can automatically collect other information about you, including, without limitation: Operating system; Browser type; Your Internet Protocol (IP) address; Domain name of your Internet service provider; Your geographic location; The website you visited before browsing to the Website; The Website pages that you visit and the time of your visits; and any aggregated data that cannot be used to specifically identify you when you use or visit the Website.
- We can combine any of the information we collect from or about you and use it in the manner described in this Policy.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

1. The data we collect automatically is used for the following purposes:
2. The purposes for which you provided it (for example, engaging in a transaction with us or a third party);
3. To provide or to facilitate providing you with products and services;
4. To provide the Website to you, including any notifications or updates relating to the Website;
5. To respond to your inquiries and comments (for example, regarding support or other requests);
6. To send you information about your relationship or transactions with us;
7. To notify you about changes to the Website, our policies, terms or any products or services we offer or provide through it;
8. To improve the Website or to develop new products and services;
9. To identify you as a user of the Website or our services;
10. To contact you with information, including marketing information, that we believe will be of interest to you, either by us or a third party;
11. To customize our marketing;
12. For testing, research, analysis and product and service development that we or a third party can perform regarding the Website (for example, user base and Website usage);
13. To create anonymous data or de-identified data, which we or a third party can do and which we or a third party can use for any purpose;
14. To aggregate data, which we or a third party can compile, and which we or a third party can do and can use for any purpose (including gathering statistics about our users);
15. To analyze how you use the Website and to analyze the Website, which we or a third party can do;
16. To allow us to personalize and enhance your experience using the Website;
17. To call you via telephone and send you electronic communications;
18. To allow you to participate in interactive features on our website;
19. To carry out our obligations and enforce our rights arising from any contracts entered between you and us;
20. To investigate, and deter against fraudulent, unauthorized, or illegal activity and otherwise protect our users and our business;
21. To administer and troubleshoot the Website; and
22. In any other way we can describe when you provide the information; and as otherwise stated in this Policy.

Who We Share Personal Data with?

We can disclose information to third parties in accordance with this Policy. A user can instruct Xentas not to share certain information about them and may provide Xentas with a notice requesting the deletion of any information we have collected about them.

1. **Third Parties and Service Providers.** We can use third parties or service providers to perform functions in connection with the Website (for example, providing products or services, marketing, data analysis, enhancing the information collected from or about you, etc.). We can use third parties or service providers to perform any of the actions or activities allowed under this Policy. We can share information about you that they need to perform their functions and in accordance with our agreements with them.
2. **Subsidiaries and Affiliates.** We can also share your information with any subsidiary or affiliate of ours for purposes consistent with this Policy. Any subsidiary or affiliate of ours will be required to maintain that information in accordance with this Policy.
3. **Business Changes.** If we become involved in a merger, acquisition, sale of assets, divestiture, joint venture, securities offering, financing, bankruptcy, reorganization, liquidation, dissolution, or other transaction or if the ownership of all or substantially all our business otherwise changes, we can share or transfer your information to a third party or parties in connection therewith and it can be used subsequently by such third party or parties.
4. **Investigations and Law.** Regardless of any choices you make regarding your information (as described below) and to the extent permitted by applicable law, we can disclose information about you to third parties to:
 - Comply with law, in response to subpoenas, warrants, or court orders, or in connection with any law or legal process or cooperate with government or law enforcement officials or private parties.
 - Protect our rights, reputation, safety and property or in an emergency, or that of our users or others.
 - To resolve disputes.
 - Protect against legal liability or to enforce our contractual or legal rights.
 - Establish or exercise our rights to defend against legal claims; or
 - To investigate, prevent or take action regarding suspected illegal activities, suspected fraud, the rights, reputation, safety or property of us, users or others, our policies or agreements or as otherwise required by law.
5. **Website Analysis.** We or a third party can analyze how you use the Website and can analyze the Website.
6. **Aggregate, Anonymous and De-Identified Data.** We can share aggregate, anonymous or de-identified data relating to visitors to and users of the Website with any third party for any purpose.
7. **At Your Request.** We can share your information with any other individual or third party or service provider at your request.
8. **With Your Consent.** We can share your information other than as described in this Policy if we notify you and you consent to the sharing thereof.
9. **For Any Other Purpose Disclosed by Us.** For any other purpose we describe to you.
10. **Employees.** We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Links to Other Websites

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved. You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

To protect your security, we use the strongest available browser encryption and store all our data on servers in secure facilities. All data is only accessible to our employees. Our employees are bound by strict confidentiality agreements and a breach of this agreement would result in the employee's termination.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. No Internet or electronic communication transmission is ever fully secure or error free. Internet or electronic communications, including those sent through the Website, may not be secure. Unfortunately, we cannot guarantee complete security: for example, (i) unauthorized access use, or disclosure, (ii) hardware or software failure, and (iii) other events may compromise the security of your personal information at any time. You should use caution whenever submitting information through the Website and take special care in deciding which information you provide us with.

Children

We do not knowingly collect or use personal data from children under 18 years of age. If we learn that we have collected personal data from a child under 18 years of age, the personal data will be deleted as soon as possible. If a child under 18 years of age has provided us with personal data, their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact our privacy officer here:

Christian Fruhen, info@craftshop.ca, (403) 481-8080

When requesting access to your personal information, please note that we may request specific information from you to enable us to confirm your identity and right to access, as well as to search for and provide you with the personal information that we hold about you. We may charge you a fee to access your personal information; however, we will advise you of any fee in advance. If you require assistance in preparing your request, please contact us at info@craftshop.ca.

Your right to access the personal information that we hold about you is not absolute. There are instances where applicable law or regulatory requirements allow or require us to refuse to provide some or all of the personal information that we hold about you. In addition, the personal information may have been destroyed, erased or made anonymous in accordance with our record retention obligations and practices. In the event that we cannot provide you with access to your personal information, we will endeavor to inform you of the reasons why, subject to any legal or regulatory restrictions.

Do Not Track Notice

Do Not Track ("DNT") is a privacy preference that you can set in certain web browsers. At this time, we do not respond to "Do Not Track" signals sent from Web browsers or other mechanisms that provide users the ability to exercise choice regarding the collection of personally identifiable information about a user's online activities over time and across third party Internet services.

Cookie Policy

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on our Site:

Functional cookies

Functional cookies are used to remember the selections you make on our Site so that your selections are saved for your next visits; and

Analytical cookies

Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc.

Modifications

This Privacy Policy may be amended from time to time to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy, we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review the Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Interpretation of this Privacy Policy

Any interpretation associated with this Policy will be made by our senior management, **at** their reasonable discretion and in accordance with applicable laws. This Policy includes examples but is not intended to be restricted in its application to such examples; therefore, where the word "including" is used, it shall mean "including without limitation".

This Policy does not create or confer upon any individual any rights or impose upon Xentas any rights or obligations outside of, or in addition to, any rights or obligations imposed by any applicable federal, provincial and/or state privacy laws, as applicable. Should there be, in a specific case, any inconsistency between this Policy and the applicable laws, this Policy shall be interpreted, in respect of that case, to give effect to, and comply with, such applicable privacy laws.

Contact Information

If you have any questions, concerns, or complaints, you can contact our privacy officer, Christian Fruhen, at: info@craftshop.ca, (403) 481-8080.