

Data Privacy Policy

INTRODUCTION

To make things simple for all, we decided to tell you what is a Privacy Policy, what constitutes important parts of a Privacy Policy, What material is processed through our services and gets stored, why we do that, what constitutes our core values, what are cookies and identifiers, what information can we share and under what circumstances are those sharing is done, our process of keeping your valued information under our industry-leading protection system, how advertisements which appear work in relations to your privacy, what are your choices on your data, examples of information we collect, where we send your information to be stored, how can you reach us. We know this is also too much to pack, but let's make it simple so that reading this will not make you feel like an alien language. Like in all other websites, when you use Plura Choice WebServices Inc, you are consenting to the practices which are described in this Privacy Policy, therefore it is also important to note that like all other websites on the internet, we also sometimes update our policy depending on several reasons. Whenever such change has taken place, with our steadfast commitment to being open to our users, we will email you that there have been changes made to the Privacy Policy for you to log in and check it out.

WHAT IS A PRIVACY POLICY?

A Privacy Policy is a basic document that tells a person who accesses a website what that website does with the data which it receives in the course of the said access. Generally, almost all data comes either through the automated system or through the ports of entry during the usage of the said data. When it comes to Plura Choice, we have three main types of users, being (1) the Sellers who sell products through our web portal, (2) the buyers who make purchases through our web portal, and (3) businesses that advertise their products through Plura Choice. Additionally, we may come across some who love to browse and look at our website for many reasons, inclusive of thinking of joining us.

WHAT ARE THE IMPORTANT PARTS OF A PRIVACY POLICY?

What information of yours gets collected to be stored at which place is an important part, which is called collection and storage of data. Then, who has access to your data is also important. Thirdly, but not least you should have a good idea as to what are your rights in the case of a breach of the conditions set out in the above two, and how you and I are going to sort things out, without causing any further damage to you. It is important to remind you that your information belongs to you and not to anyone else. We are guardians of your information and have any right to use it with your express consent of you, unless there are factors that can override your right, such as court orders, etc. We hope that these explanations will be educational to you to understand your privacy information and your data.

WHAT MATERIAL GETS PROCESSED THROUGH OUR SERVERS AND STORED?

Just like with most other common websites that you have become accustomed to using, we, do collect some information about you, it is important for you to understand that we always try to figure out what type of information is provided to our servers and we always make the best effort to limit the amount of information we process to the least and store even less, in consideration of the seamless operation of the services which we provide to you through our platform. We also take steps to remove information that is not needed by us, and some are being made anonymized to remove all types of direct correlation to you.

WHY DO WE DO THAT?

It is important for you to understand that information is the bedrock of all product development, and our developers work with the utmost concern for your privacy, whenever data is being analyzed for product development, improvement and operation.

Some of the important areas where this constant development and improvements take place are purchases and deliveries which include communications with your deliveries and orders, providing and troubleshooting our web platforms when we provide you with recommendations, and also providing you with personalized product promotional offers and advertisements, personalization of your website usage including the use of voice command searches and ordering process, and providing recommendations which may interest you or similar to your identifiable needs, complying with legal obligations as well as protecting you from frauds and credit risks, communicating with you or your counterparts, etc.

WHAT ARE OUR CORE VALUES?

As a Canadian company, we are protected by the world's leading standards of data privacy and protection through several legislations which include Canada's own Office of the Privacy Commissioner of Canada. The Personal Information Protection and Electronic Documents Act (PIPEDA) and The Privacy Act are world standard legislations provided to protect individual privacy. We believe that your information is your right and it belongs to you and we take all such steps to protect and safeguard your information. We don't share your

information unless you have authorized us to share your information with another unless we are legally required to do. When it comes to legal requests, we will inform you of any such request, unless there is a prohibition on us from doing so. In the course of your usage of other websites on previous, present, and future occasions, your information will pass to them, and sometimes in this integrated world, when we provide services, parts of that information also come to us like delivery and addresses. When such is received, our servers will process certain updates on the said information to make your purchases through our site much faster, easier, and with fewer screen visits, so you can get back to what you love most.

WHAT ARE COOKIES AND IDENTIFIERS?

Cookies in computing according to Oxford Dictionary mean "a computer file with information in it that is sent to the central server each time a particular person uses a network or the internet". We use cookies and similar technologies (known in the computing world as identifiers) when the website is accessed and used. These technologies and cookies are operated strictly under the prevailing laws and more information is available in our Cookie Policy. Some entities place cookies with us during the access and operation of the website. All these entities who have informed us that they place such cookies can be found also in our cookie policy. It is also important for you to know that you can opt out of certain cookies just like most other websites, and that is also detailed in our cookie policy.

WHAT AND WHEN DO WE SHARE INFORMATION?

As a Canadian company, we always strive to protect your information, as user information is very important to our business and we are not in the business of selling user information to others. All your data is processed within Plura Choice and its group of entities. In order to provide the best experience to you, in certain aspects, we partner with a number of other companies from various parts of the world who have developed great reputations in their respective fields. When we share information with those entities, we do that within the boundaries of the Privacy Notice or practices which are in line with the protective practices which are described in those Privacy Notice. These data also are protected by the protection laws of the countries which are being processed, and we make all the best efforts to have these data processed at places that have the strongest data protection laws. Also, when we have transactions involving third parties, we agree with them that the said entities will not share the data which are used with other parties unless without express written consent from us. As you see with your transactions on our website, when you perform a transaction involving a third party, we do share the relevant data pertaining to that with that third party and no more.

HOW DOES PLURA CHOICE STORE INFORMATION AND PROTECTION THEM?

Plura Choice routinely use world-renowned highly skilled third parties to check the safety of your data and the storage systems and make assessments and development decisions based on those. When we develop products, our developer teams work to ensure that your data is protected, and the development teams are always looking at better ways to protect your data. We at Plura Choice make our best efforts to give you the best data protection we can provide, being 100% security. We are confident that with the current level of security software and legislation developments happening around the world and especially in Canada, that day will be nearer than far.

It is also important for you to know that your information gets collected through your browser. Please click on the following links to read through the information on browser centric cookie policy and its controls:

- [All About Cookies](#)
- [Microsoft Edge cookies information](#)
- [Microsoft Internet Explorer cookies information](#)
- [Chrome cookies information](#)
- [Firefox cookies information](#)
- [Safari cookies information – mobile devices and desktops](#)
- [Opera cookies information](#)

how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether you can check the "Help" tab in your toolbar. We like to remind you that if you disable some of the cookies on our platform, your experience in our platform full of various features will not be in an optimal state, or in certain instances some key features may not function at all.

Also, there is no legal standard for "do not track" comments, and we cannot give definitions to it. Hence, we provide you with a simple and effective series of options and your decisions on those options will determine how data is processed.

WHAT ARE OUR CORE VALUES?

As we pointed out before, when you use our platform to enter and or purchase material from one of the businesses which provide goods for sale or promotion, you essentially are dealing with that website's privacy policy. At that juncture, you will need to decide what are your

options for the browsing and usage of the said website and provide your decisions on each of the required areas pertaining to your visit or purchase. At Plura Choice, we cannot be responsible for the said third-party website policy.

When we work with a number of providers and partners who have no Privacy Policy, we try and provide them with a policy that will safeguard the users since we believe your information belongs to you and you have all the rights to control what happens with it. Just like all the other options when provided to humans, some tend to agree and whilst some disagree. Therefore, when there are no Privacy Policy, you need to take that into account in dealing with the said Seller to advertisers.

Some advertisers receive information which does not carry any personal information of you, but provide relevant content for you. Sometimes these companies are advertisers who provide information from their clients which are relevant to your area of business. In all the above cases, we try to avoid any specific identifiers of you to and use generic details.

WHAT CHOICES YOU HAVE WITH YOUR DATA?

In life, the less adventurous you are, the less life you live, and also fewer opportunities you will have. It is the same with the choices you make when you decide to opt-out of providing information. With less information, we cannot provide you with important options to make your business better, easier, and most importantly more profitable your business can be. On certain pages, you can edit your information as and when you like it to get changed, and also you can access your older information, still even at later times. Some data is stored with us for a number of reasons, which include compliance. They will be made available to you through our servers at future times.

When it comes to email notifications from us, you can opt-out of it, but by doing so, you will miss out when we sent information to you on a number of matters, including your account. When it comes to cookies and identifiers, it is important that you understand that you have an option to reject our cookies, but with that your Plura Choice service will not function to its full capacity as our essential services might get hampered by any decision to opt-out of cookies or identifiers, such as the number of choices per item you want to purchase, the ascending/descending display of prices, adding items to your cart, real-time delivery notifications, etc. Therefore, we recommend that you leave them on or turn them on in the event that anyone has turned them off. We will never allow a Seller/business/vendor to charge you more just because you have made decisions on how your data is processed. That is not within our ethos.

WHEN YOU MAKE A PURCHASE THROUGH PLURA CHOICE

In certain purchases you make through Plura Choice, as we have described in this document, certain information belonging to you ends up with the Seller who sells the said products to you. It is important that you contact the said seller directly and inform him, if you wish to not to have the seller retain certain data over the transaction, as we are unable to do so for you.

If you are an entity which provides sales through our portal, you can make all adjustments to your details inclusive of email, phone numbers and other communications which you will receive via our web portal. They can be done through your device or through the Notification Preferences.

You have the right to request for the data which is belonging to you. If you feel that the said party from you have made the request had not acted in a manner which is open, transparent, ethical or whole way, you have the right to go before the authorities to seek remedy. Plura Choice ethos is that your data belongs to you and we stand by that.

There is lots of dispute and arguments about the term and phrase "Do Not Track", among the internet scholars, users as well as providers of facilities in this vast World Wide Web. Therefore, it is difficult for Plura Choice to provide you with a service request on such a term, when we do not know what it means no has it been interpreted to us mortals by an acceptable law. Hence, we are not in a position to provide you with positive outcomes for such "Do Not Track" directives.

WHAT ARE EXAMPLES OF COLLECTED INFORMATION?

Information on your name, billing address, shipping addresses, email addresses, phone numbers, other communication, and payment methods are collected to provide the basic essential services from Plura Choice to you. This also helps the Sellers to fulfill their obligations to meet your orders and other requests faster and in a seamless manner. It also helps the prevention of fraud and risks which sometimes can be attempted too. Furthermore, it also helps to bring to you new products as well as provide with price downs or promotions which will be of value and interest to you. Another area is information on how you access our websites and our platform which will provide generic data on device type, network, and IP inclusive of patterns of browsing. These help the sellers or providers to customize and organize their products to fit into the device type and pattern types of your browsing. Some of these details get collected through the Cookies, and you can visit our Cookie policy to see them.

WHERE DO WE SEND YOUR INFORMATION TO BE STORED?

As a Canadian company, your data is protected by the industry's leading software and data protection laws. We make all efforts to store your data within Canada, but due to our global operations, we may be compelled to store certain data within those countries or organizations such as European Union. When those laws become applicable, Plura Choice chooses the best and safest possible destinations for your data. Also, when there is a legal requirement such as court orders, we review them through legal teams and comply with the boundaries under which we are required to do so.

HOW CAN YOU REACH US?

You can reach us through post, e-mail or telephone. Our address is:

Plura Choice WebServices Inc.
No.16, Everstone Rise SW, Calgary, AB T2Y 4J8, Canada

Email: support@plurachoice.com

Phone: +1(403) 835-0465

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