

# Privacy Policy for Buyers

## INTRODUCTION

Plura Choice is a web platform that is used by various Sellers to sell their products to Buyers just like you. We provide you with the option of selecting the best available product at the best price for you to succeed in your business and enjoy the rewards your hard work brings to you. It is imperative that you understand that when you use PluraChoice.com, plurachoice.ca, or any affiliated website of ours, just like when you use any other website for online purchase or order, certain details of you are passed on as data to our server. Most of the details which get collected are on behalf of your Seller and as per the legal requirements of providing a service platform. Most of your information is used as per the directives issued by the Sellers and if you need to see the policies and terms and conditions of the Sellers you wish to be associated with, you are encouraged by us to visit their websites and see their privacy and data policies.

## GENERAL DESCRIPTION OF INFORMATION WE COLLECT AND REASONS WHY WE COLLECT THEM

We collect the following information from your usage of Plura Choice. Some of these may not be applicable to you or your organization but we believe in full disclosure, therefore, you will be able to see all this information.

1. Information regarding the business, company name, address, email address, and phone number and also such details as names of the individuals associated with the business. These are collected to allow you to securely use our platform and to confirm your or your employees' or associated persons' identity, make invoices, inform of any issues relevant to you, comply with legal requirements, prevent fraud, and provide valuable content which will be relevant to you to grow your business
2. We need your government-provided identification in order to us to ascertain that you are in fact the authorized person to create, operate and maintain the account. We also need this information to verify your identity in the event of having to communicate with you on any matter which may arise and we believe that it needs your attention. As you will know, this is a legal requirement in every jurisdiction in which we operate and we cannot forgo this requirement.
3. The information you provide to us regarding the payment scheme which may include credit, debit, or banking information, which are used for a number of reasons including providing you with payment mechanisms. This includes our industry- leading attempts in risk and fraud monitoring too. Furthermore, we need these to provide relevant tax documents as well as legal requirements which are federal, provincial/state, local, and also other departmental or institutional requirements.
4. Since we need to provide you with the best experience in the use of our platform and make payments or receive payments for your purchases, your account use of our platform is required. Such will include the web browser used for access, network and IP details inclusive of address and also the type of device used, and how you access our websites. These are necessary to provide the best and the safest user experience for your use of our web services, as well as to have the seamless operation of the payment mechanism and to provide content and material relevant to you including products that are advertised and may be of interest or relevant to you. We call this experience personalization of the platform for user needs, and it will help you to save time and energy of having to read and browse through material that may not be relevant to you for a number of reasons such as the geographical placement of your business establishment, etc. It is also an important tool for us to prevent any attempts to cause fraud on you and to other Sellers or Buyers of our web platform.

## WHO CAN ACCESS SOME OF YOUR INFORMATION

Since some of the services which we provide to you through Plura Choice which include payment gateway, fraud monitoring, content advertisements, etc. are needed to be communicated with you, we need to provide some of the data relevant to each of the said requirements to the service providers. We take this task very seriously and use industry-leading technologies to provide you with the safest transfer of what is only relevant information and refrain from providing any information which we deem unwarranted. Furthermore, we are also a Canadian company that has oversight through Canada's world-renowned requirements for privacy protection. It is important to note that we do not sell your information as stated in laws governing the State of California, USA. When we operate in other jurisdictions, we always comply with these regulations with each of the said jurisdictional requirements. We will also provide relevant information in order to prevent any form of fraud, threat, illegal activity, etc. In the unlikely event of any information if sought by regulators, government entities, and law enforcement, as well as in relation to any court orders, we are compelled to provide such information as and when such becomes necessary. In the event that we are to partner with another company, we will disclose relevant information as required by law in order to facilitate such requirements.

## ACCESS AND CONTROL OF THE INFORMATION

During the pendency of your association with us, we keep your information safe and secure to the best standards available to us. Also, we like to keep you well informed that in the event of any changes taking place to the information which you have provided or any information which will be necessary as shown in the agreement, terms and conditions, policies or agreements, such changes need to be immediately conveyed to us, in order to update our systems. We at Plura Choice cannot guarantee on information that you have not provided to us or any loss or damage incurred as a result of such non-providing of information. It is also important for you to know about what happens in the unlikely event of you ending the valued relationship with us. We will retain some of the information which you provided for a period that is determined to be required as per the prevailing laws. Also, we keep some information with us for a period of 3 years in the event that you decide to come back and join us. In the event that you seek an early termination, we will begin that process after ninety days from the date of your request.

## THIRD-PARTY INFORMATION

It is important for you and us to figure out and understand the implications of the third-party information which you may provide to us when you use our services. It is to be understood that we will only collect the data which are provided to us through your access. When such data include any form of personal information which you will be collecting to improve your business with the said parties, we assume that you have obtained all such necessary expressed affirmative consent and approvals from them to you for the use of the said data and information. If you have not done so, we urge you to consider obtaining the same. We cannot be responsible for any such issue which may arise as a result of you not obtaining relevant approvals.

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