

ALDS Privacy Policy

Effective Date: October 15, 2025

ALDS (“we,” “us,” or “our”) is committed to respecting your privacy and protecting the personal information you share with us, whether you visit our website (alds.com), shop in our online store, or interact with our services. This Privacy Policy explains how we collect, use, disclose, and safeguard your information. By using our website or services, you agree to the terms set out below.

1. Scope of Policy

This Privacy Policy applies to all personal information collected via our website, online store, and direct communications with ALDS. It does not extend to third-party websites or services we do not control.

2. Information We Collect

We may collect the following types of information:

- **Contact Information:** Name, email address, phone number, mailing address
- **Payment Information:** Credit card details and other payment methods for order processing
- **Technical Data:** IP address, browser type, operating system, device information
- **Usage Data:** Pages visited, time spent on site, referring URLs
- **Other Information:** Any additional details you choose to provide through customer support or contact forms

Data may be collected through direct input, cookies, logs, analytics services, and integrated third-party tools.

3. How We Collect Information

Personal information is collected when you:

- Place orders or make purchases
 - Subscribe to our newsletter or marketing communications
 - Submit inquiries via contact forms or email
 - Automatically, via cookies, web analytics, and security systems
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4. Use of Your Information

We use personal information to:

- Process and fulfill your orders
- Communicate about your account or transactions
- Send promotional materials (with your consent)
- Improve website functionality and services
- Comply with legal and regulatory obligations
- Prevent fraud and ensure website security

We will never sell, rent, or trade your personal information to third parties for marketing purposes.

Information is processed only for legitimate business purposes, with your consent, or as legally required.

5. Sharing of Personal Information

We may share your information with:

- **Service Providers:** Third parties for payment processing, shipping, IT support, and marketing, only as necessary to fulfill their services, and contractually bound to confidentiality and applicable privacy laws
- **Legal Authorities:** As required to comply with law or defend our rights
- **Business Transfers:** In cases of mergers, acquisitions, or company restructuring

Third parties must adhere to strict data protection standards.

6. Data Storage and Retention

Your personal information is securely stored on servers located in Canada and may be backed up by our hosting providers. Data is retained only as long as needed for business and legal purposes. When no longer required, personal data is securely deleted or anonymized.

7. Your Rights

You have the right to:

- **Access:** Request a copy of your personal data
- **Correction:** Amend inaccurate or incomplete information
- **Withdrawal of Consent:** Opt out of marketing communications at any time

- **Deletion:** Request deletion of your data (subject to legal/regulatory requirements)
- **Complaint:** Raise privacy concerns with our Privacy Officer or relevant authorities

To exercise these rights, please contact us at sales@alds.com. You may be asked to verify your identity before requests are fulfilled.

8. Cookie Policy

Our website uses cookies for essential functions such as shopping cart operation and secure sign-in. Secure tokens are encrypted, cookie headers are enforced, and **we do not use cookies for behavioral tracking or advertising**. You may adjust your cookie preferences through your browser settings.

9. Analytics and Third-Party Tools

We use analytics tools (like Google Analytics) to understand site usage. These tools collect anonymized data, such as pages visited and device type. You may opt out via browser settings or Google's opt-out tool.

10. Data Security

We implement technical and organizational measures to protect your information:

- **Encryption:** Transmission of sensitive data via SSL/TLS
 - **Secure Payment Processing:** WorldLine (Bambora) gateway uses PCI DSS-compliant tokenization
 - **Secure Shopping Cart:** Ecwid platform is PCI-compliant with fraud prevention tools
 - **Access Controls:** Restricted access and regularly updated security systems
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11. International Data Transfers

If personal information is transferred outside Canada (e.g., to third-party service providers), we ensure equivalent protection standards via PIPEDA-compliant contracts and safeguards.

12. Your Privacy Choices

You may:

- Update or delete account information by contacting us
 - Opt out of newsletters through unsubscribe links in our emails
 - Adjust browser settings to reject non-essential cookies
 - Request access to, correction, or deletion of your data at any time
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13. Children's Privacy

Our website is not directed to individuals under the age of 18. We do not knowingly collect personal information from minors without parental consent. If such data is inadvertently collected, it will be deleted.

14. Changes to This Privacy Policy

This Privacy Policy may be updated periodically to reflect changes in our practices or legal requirements. The “Effective Date” above indicates the latest revision. Updates will be posted on this page.

15. Contact Us

If you have questions or concerns about how we handle your personal information, please contact ALDS:

ALDS

Address: 3180 216 St, Langley, BC V2Z 2E6

Email: sales@alds.com

Phone: 1.604.533.9884

Appointing a Privacy Officer:

For all privacy-related requests, our designated Privacy Officer is responsible for ensuring PIPEDA compliance and managing inquiries. Contact details as listed above.