



Privacy Policy

Potential Security is committed to protecting your personal information. This Privacy Policy describes Potential Security policies and practices with respect to the collection, use and disclosure of personal information in the course of its commercial activities, including the information you may provide while using Potential Security website (the “Website”) and in obtaining goods and services from Potential Security (together, the “Services”). This Privacy Policy applies regardless of the format in which personal information is provided to Potential Security.

Questions or Complaints

Any questions, concerns, or complaints regarding this Privacy Policy, or related privacy practices, or our management of personal information may be directed in writing to our Privacy Officer at:

Potential Security Ltd.

11657 88 Ave,
Delta, BC
Canada
V4C 3C2

admin@potentialsecurity.ca

Copies of this Privacy Policy and other related policies are available on request.

What is Personal Information

“Personal information” is information about an identifiable individual, such as your name, address and email address. To the extent permitted by applicable law, the provisions of this Privacy Policy concerning “personal information” do not apply to business contact information.

Consent

Except where limited exceptions apply, Potential Security will always make a reasonable effort to ensure that individuals are notified in advance of the purposes for which their personal information will be collected, used or disclosed and that, where necessary, consent is obtained. Depending on the circumstances, consent may be express or implied.

By using the Website, or by voluntarily submitting information to the Website or Potential Security, you signify your consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy. If you do not consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy, you may not use the Website, or submit information to Potential Security.



You may withdraw your consent to the collection, use and disclosure of your personal information at any time, subject to legal or contractual restrictions. A decision to withhold or withdraw certain personal information may restrict Potential Security from offering or providing its Services to you.

Collection, Use and Disclosure of Personal Information

Potential Security limits the collection, use and disclosure of personal information to what is required and reasonable in the circumstances.

During your use of the Website or in the provision of the Services to you or otherwise, you may be asked to voluntarily provide personal information for purposes such as: provide you with the Services (service inquiries):

- to contact and correspond with you regarding your transactions (including payment issues), your use of the Services, and to provide you with customer care services;
- to facilitate transactions, process orders and payments for the Services;
- to develop, deliver and improve the Services;
- to administer and facilitate your participation in contests and promotions related to the Services;
- to process and respond to your inquiries, requests and to otherwise administer Potential Security's relationship with you;
- to facilitate and enhance your use of the Website;
- to develop, deliver and improve the Services and advertising; and
- as otherwise specified at the time of collection.
- to conduct surveys or questionnaires related to services

Potential Security may develop a confidential profile for you, which will be used to provide Services to you and facilitate your use of the Website. Additionally, Potential Security may keep a record of all communications with you.

Potential Security will not sell or rent your personal information. Potential Security may disclose your personal information in the following circumstances: (a) to Potential Security's agents, suppliers and service providers for use in connection with matters relating to your use of the Website, Potential Security's promotional activities or business, and Potential Security's provision of the Services to you; (b) if Potential Security is involved in the sale, transfer or reorganization of some or all of its business that involves the disclosure of personal information to another organization to the extent permitted by applicable law; (c) as required by law or where Potential Security believes it is necessary to do so to comply with the law. Potential Security will require third parties to protect the personal information in a



manner that is consistent with this Privacy Policy and all applicable law.

If you contact Potential Security by email or otherwise indicate that you would like to receive emails from Potential Security, Potential Security may send to you emails or other communications containing information and promotions Potential Security believes may interest you as permitted by applicable law. At any time, you may ask the Potential Security to stop sending you emails and other information by sending your request to admin@potentialsecurity.ca or follow the steps on the email communication sent.

If you cease using the Website or the Services, or your permission to use the Website is terminated, Potential Security may continue to use and disclose your personal information in accordance with this Privacy Policy as amended from time to time.

Cookies and Other Technologies

Potential Security's website, online services, email messages and advertisements may use "cookies" and other similar technologies, such as web beacons, pixel or gift tags, and action tags. Those technologies collect information that assists Potential Security to improve products and services, advertising, customer communications and the customer experience. Potential Security treats information collected by cookies and similar technologies as non-personal information (except for internet protocol (IP) addresses or other similar identifiers).

Retention

Personal information is retained for as long as it needs to reasonably fulfill the purposes it was intended, and for legal or business purposes. Personal information that has been used to make a decision that directly affects you will be retained for at least one year. Personal information that is no longer required is destroyed.

Access and Accuracy

Request to access personal information or to challenge the accuracy and completeness of personal information must be made in writing by contacting Potential Security Privacy Officer. Potential Security will respond to written requests within 30 days upon receipt of a written request. Subject to certain exceptions and limitations prescribed by applicable law, you will be given reasonable access to your personal information and will be entitled to challenge the accuracy and completeness of the information and to have it amended as appropriate. You can help Potential Security maintain the accuracy of your information by notifying Potential Security of any changes.

Safeguarding of Personal Information

Potential Security understands the importance of using security safeguards to protect personal information against loss, theft, unauthorized access, disclosure, copying, use, modification or disposal. Potential Security employs physical, administrative and technological measures to protect personal information regardless of the format in which it is held and in accordance with the sensitivity of the



information. Nevertheless, security risks cannot be eliminated, and Potential Security cannot guarantee that your personal information will not be used or disclosed in ways not otherwise described in this Privacy Policy.

Third Parties

The Website may include links or references to other websites operated by third parties. This Privacy Policy does not apply to those websites and Potential Security has no responsibility or liability for or control over those websites and how third parties collect, use and disclose your personal information. Your use of those websites and your dealings with such third parties is at your own risk.

Services Agreements

The agreements that you accept when you order the Services contain important provisions, including provisions disclaiming, limiting or excluding Potential Security's liability and provisions determining the applicable law and exclusive jurisdiction for the resolution of disputes. To the extent permitted by applicable law, each of those provisions applies to any dispute that may arise in relation to this Privacy Policy or Potential Security's collection, use, and disclosure of your personal information, and are of the same force and effect as if they had been reproduced directly in this Privacy Policy.

Revisions to Privacy Policy

Potential Security reserves the right to modify this Privacy Policy at any time without any prior notice or liability to you or any other person. The collection, use, and disclosure of your personal information will be governed by the version of the Privacy Policy in effect at that time. New versions of the Privacy Policy will be posted on the Website and are available on request. Your continued dealings with Potential Security subsequent to changes to this Privacy Policy will signify your consent to the collection, use and disclosure of your personal information in accordance with the changed policy.