

PAC Privacy Policy

Last updated: Dec. 4/20

This Privacy Policy describes how your personal information is collected, used, and shared when you either provide personal information required by Peak Adventure Canada (PAC) for services to be provided or when you visit or make a purchase from peakadventure.ca (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information" and is mainly collected and compiled with Google Analytics.

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. Please understand that turning off cookies may restrict the user from certain products and services.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information as well as any information required by Peak Adventure Canada for services to be provided (*name, address, phone number, email, etc.*)

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Device Information that we collect to help us screen for potential risk and fraud (*in particular, your IP address*), and more generally to improve and optimize our Site. For

example, we may generate analytics about how our viewers browse and interact with the Site, and assess the success of our marketing and advertising campaigns.

SHARING YOUR PERSONAL INFORMATION

We may share your Personal Information with third parties, such as Google, to help us use your Personal Information, as described above. We also use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

PAC may disclose to cooperative businesses statistical information that shows the general tendencies but not personal information of users.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, other lawful requests for information we receive, or to otherwise protect our rights.

CHANGES

Peak Adventure Canada may make changes to clauses of this policy without notification based on the needs of the company, in order to adhere to new laws and other certain circumstances. Users shall be informed of any changes made through this website. When using this website, please check the most up-to-date information on this page.

CONTACT US

For more information about our Privacy Policy or any other practices regarding the handling of personal information, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@peakadventure.ca or by mail: 920 14th ST S PO Box 2249, Golden, BC, V0A 1H0, Canada