

## Privacy Policy

### Sites covered by this Policy Statement

This Privacy Statement applies to all Excel Roofing owned websites and domains, and our wholly owned subsidiaries ([www.excel-roofing.ca](http://www.excel-roofing.ca))

### Links to non Excel Roofing websites

The Excel Roofing websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Excel Roofing website. Excel Roofing does not control those sites or their privacy practices, which may differ from Excel Roofing. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the Excel Roofing Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with Excel Roofing; that sharing is governed by that third-party company's privacy policy.

### Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

Personal information is information that is associated with your name or personal identity. Excel Roofing uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Excel Roofing. We take seriously the trust you place in us. Excel Roofing will not sell, rent or lease your personal information to others.

On some pages and links at Excel Roofing, you can order products or services, request information, subscribe to marketing or support materials, register yourself, or apply for a job at Excel Roofing. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information, contact preferences, educational and employment background, and job interest data.

Non-personal information is data about usage and service operation that is not associated with a specific personal identity. Excel Roofing collects and analyzes non-personal information to evaluate how visitors use the Excel Roofing website.

Non-personal data we collect may include the pages visited on the Excel Roofing websites, unique URLs<sup>1</sup> visited within our website, browser type and IP address. Most non-personal data is collected via cookies or other analysis technologies.

### Children's Privacy

Excel Roofing is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. Excel Roofing does not knowingly collect information from children under the age of 13 and Excel Roofing does not target its website to children under 13.

### How we use your information

Excel Roofing uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize the Excel Roofing website. Occasionally we may also use your information to contact you for market research regarding Excel Roofing products or services. We will give you the opportunity to choose your privacy preferences regarding such communications. You may, at any point, contact us to request an opt-on on future communication.

Non-personal data is aggregated for reporting about Excel Roofing website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

#### Who we share your information with

Excel Roofing will not sell, rent or lease your personal information to others. Excel Roofing will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. Excel Roofing shares customer information across Excel Roofing -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Excel Roofing occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of Excel Roofing and may not use it for any purpose other than to carry out the services they are performing for Excel Roofing. These service providers may change or we may contract with additional service providers to better accommodate our customers. Excel Roofing will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Excel Roofing or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, Excel Roofing will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

#### Your information and third-party companies

Certain Excel Roofing services are linked with those from unrelated third-party companies, some which offer you the option to share with both Excel Roofing and the third party personal data you provide. We will not share your personal information with those third-party companies unless you make that choice.

#### Keeping your information secure

Excel Roofing is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Excel Roofing has in place appropriate physical and managerial procedures to safeguard the information we collect.

We use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data such as credit card information. SSL encryption is designed to make the information unreadable by anyone but us. This security measure is working when you see either the symbol of an unbroken key or closed lock (depending on your browser) on the bottom of your browser window.

#### Contacting us

We value your opinions. If you have comments or questions about our privacy policy, please send them to [todd.popowich@hotmail.com](mailto:todd.popowich@hotmail.com) .

This privacy statement applies to Canada