

# Website terms of use and privacy policy

By using this website, you agree to the terms of use and privacy policy set out below. We update our policies and guidelines periodically and it is your responsibility to read, understand and abide by them.

## Website terms of use

### Disclaimer

We do our best to keep all information contained on the recyclingequipmentcanada.com website up to date. Please note rates, listings and other information are subject to change and are for information purposes only. Recycling Equipment Company of Canada Inc. (REC) assumes no responsibility for errors or omissions noted on this website. Please verify all information by contacting us at [martha@recyclingequipmentcanada.com](mailto:martha@recyclingequipmentcanada.com) or 866-496-4955.

### Content

All content on this website, including publications, products and manuals, is the exclusive property of REC, including the look and feel of the website recyclingequipmentcanada.com.

### Links to other websites

This website contains links to websites operated by parties other than REC. We don't control these other websites and are not responsible for their content. The inclusion of these links does not imply any endorsement of the material or any association with their operators.

### Limitation of liability

Neither REC nor any of our directors, employees or other representatives will be liable for damages arising out of or in connection with the use of this site. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.

## Our commitment to your privacy

We respect your privacy. We will never sell or rent our mailing lists to third parties for email marketing or any other purpose. We may advertise and include the advertising of others in our email and/or post publications. We respect the purpose for which site visitors give us their personal information and we send our email publications only to those who request them. Occasionally people subscribe for their friends, and while we cannot prevent that, we provide information to all regarding how to easily unsubscribe if requested.

Your privacy on the Internet is of the utmost importance to us and we want to make your online experience both satisfying and safe.

Because we gather certain types of information about users of our website, we feel you should fully understand the terms and conditions surrounding the gathering and use of that information. This privacy statement discloses what information we gather and how we use it.

REC gathers various types of information about our website users as described below:

1. Information that users provide through optional, voluntary submissions to enter profile information and preferences which allow users to receive subscribed email messages.
2. We gather tracking data derived mainly from tallying page views and related statistics throughout the site. Because we may derive certain revenues from sponsorships and advertising, providing such aggregated data may assist us in providing customer-related benefits. Also, this information allows us to better tailor our content to users' needs, helps our advertisers and sponsors be more effective, and better relates the demographics of our audience. We make available the opportunity for sponsors and advertisers to be included in subscribed email messages most pertinent to their needs. We do not track the usage patterns of individual users. Advertisers and sponsors will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public. Under no circumstances do we divulge any information about an individual user to a third party, unless expressly permitted by the user.

We offer the following free services, which require some type of voluntary submission of personal information by users:

1. Email subscriber lists – In order to gain access and participate in some areas of our website or emails, individuals must first join the subscriber list by submitting their first and last name, email address and personal preferences in order to create an individual member profile. Email addresses may also be obtained through various means including membership applications, lesson applications (via telephone or internet) or contest material, which may include email contact information expressly provided by the individual.
2. Surveys – We may occasionally conduct user surveys to better target content to our audience. We sometimes share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party unless expressly permitted by the user.

### **Limiting use, disclosure and retention of personal information**

REC does not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required by law.

We retain personal information only as long as necessary for the fulfillment of those purposes or as required or permitted by law. Only our employees with a business need to know, or whose duties reasonably so require, are granted access to personal information about individuals. We maintain reasonable and systematic controls, schedules and practices for information and records retention and destruction which apply to personal information that is no longer necessary or relevant for the identified purposes or required or permitted by law to be retained. Such

information shall be destroyed, erased or made anonymous. We protect personal information by security safeguards appropriate to the sensitivity of the information. We take appropriate and reasonable steps to protect personal information against risks such as loss or theft, unauthorized access, disclosure, copying, use, modification or destruction.

### **Usage tracking**

REC tracks user traffic patterns. However, we do not correlate this information with data about individual users. We sometimes track and catalogue the search terms users enter in our search functions, but this tracking is never associated with individual users. We use tracking information to determine which areas of our site users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

## **Use of information**

REC uses information voluntarily given by our users to enhance their experience within our site, whether to provide interactive or personalized elements on the site or to better prepare future content based on the interests of our users.

### **Security**

We operate secure data networks protected by industry standard firewall, encryption and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

### **Opt-out policy**

Our users may at any time opt-out, change or update profile information.

### **Personal consent**

By using this site, you consent to the collection and use of this information by REC. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it. If you have any questions or problems, please contact us at [martha@recyclingequipmentcanada.com](mailto:martha@recyclingequipmentcanada.com) or 866-496-4955.

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