

Privacy Policy for Northern Cables Inc.

Effective Date: October 10, 2024

Introduction

Northern Cables Inc. ("we", "our", "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information in accordance with Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)**. By interacting with our website, products, or services, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

Personal Information

We collect personal information that you provide to us directly when you:

- Sign up for a Customer Service Portal account
- Purchase our products or services
- Subscribe to our newsletters or mailing lists
- Contact us for customer service
- Apply for employment

Personal information we may collect includes, but is not limited to:

- Name
- Contact information (email address, phone number, mailing address)
- Payment details
- Employment-related information (e.g., resume, references)

Non-Personal Information

We may also collect non-personal information automatically when you interact with our website, such as:

- IP address
- Browser type and operating system
- Cookies and tracking technologies
- Usage data, such as pages visited and time spent on our site

2. How We Use Your Information

Northern Cables Inc. uses the information we collect for the following purposes:

- To provide and improve our products and services
- To process and manage orders
- To respond to customer inquiries
- For marketing purposes, such as sending newsletters or promotional materials (with consent)
- To comply with legal and regulatory requirements
- To evaluate employment applications

3. Sharing of Information

We do not sell or rent your personal information to third parties. However, we may share your information in the following circumstances:

- With third-party service providers who assist in our business operations (e.g., payment processors, IT support)
- If required by law or government authorities
- To protect the rights, property, or safety of Northern Cables Inc., our customers, or the public
- In the event of a business transaction, such as a merger or acquisition, where personal information may be transferred

4. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations. Once your personal information is no longer needed, we will securely delete or anonymize it.

5. Security Measures

We take the security of your personal information seriously and implement appropriate technical and organizational measures to safeguard it. However, no method of transmission over the internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Your Rights

You have the following rights concerning your personal information:

- Access: You may request access to the personal information we hold about you.
- Correction: You may request corrections to your personal information if it is inaccurate or incomplete.
- Withdrawal of Consent: You may withdraw your consent to the collection, use, or disclosure of your personal information at any time, subject to legal or contractual restrictions.
- Deletion: You may request the deletion of your personal information where appropriate.

To exercise any of these rights, please contact us using the information provided below.

7. Changes to This Privacy Policy

Northern Cables Inc. may update this Privacy Policy from time to time. We will notify you of any changes by posting the new policy on our website and updating the "Effective Date" at the bottom of this policy. We encourage you to review this Privacy Policy periodically for any changes.

8. Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Northern Cables Inc.

Email: privacy@northerncables.ca

Phone: 1.888.524.5050

Address: PO Box 1564, 50 California Ave. Brockville, ON Canada K6V 6E6