



## **Privacy Policy**

Effective date: **August 17, 2023**

This Privacy Policy describes how Caddy App Corp. (“Hockey Caddy,” “we,” or “us,” or “our”) collects, uses and shares information about people (“you” or “your”) who access or use the Hockey Caddy mobile application (the “App”), use the services available through the App. or interact with us in other ways.

Please review this Privacy Policy carefully. By accessing or using our App or Services or interacting with us in other ways, you agree to the collection, use and processing of your personal information as described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use our App or Services or provide your personal information to us.

**Click on the links below to jump to specific sections of our Privacy Policy:**

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## Welcome to the Hockey Caddy App

Caddy App Corp. (“Hockey Caddy,” “we,” or “us,” or “our”) operates the Hockey Caddy mobile application (“App”), which matches customers for skate sharpening and repair services with stores that provide those skate services. Customers can also use the App to monitor their skate sharpening and repair preferences and to receive updates about the status of their services orders.

### Scope of This Privacy Policy

This Policy describes how Hockey Caddy collects, uses, shares, and protects personal information about people who access or use the App or interact with us in other ways (“you” or “your”).

We use the term “personal information” in this Privacy Policy to refer to information that identifies, relates to, describes, or is reasonably capable of being associated or linked, directly or indirectly, to you.

We collect personal information that you submit to us directly, gather automatically online by cookies and similar internet technologies, and receive from social media and other sources. For example, we collect information about you when you:

- Visit the App and any other website, mobile application, online portal that we operate and displays a link to this Privacy Policy;
- Set up an account on the App;
- Use the App to arrange for services or check status;
- Communicate or interact with us in other ways.

This Privacy Policy does not apply to information that is anonymized, which is information that has been modified in a substantial way so that it no longer can reasonably identify or be linked to you. Except where required by applicable law, this Privacy Policy also does not apply to Information we obtain about the employees and representatives of business customers, service providers, suppliers, and business partners or to Hockey Caddy employees, job applicants, and other personnel.

### Personal Information You Provide

*Account Registration.* When you set up and use a Hockey Caddy App account, either as a “store” offering skate sharpening/repair services or as a retail “customer” for skate sharpening/repair services, we ask for your:

- Name of account holder
- E-mail address
- Phone number
- Street address
- Skater specifics: – name of skater, age, gender, height, skate size, type of skate, blade sharpening requirements and preferences
- Username and Password.

*Customer Service History.* When customers use the App, we collect information about their service history such as the stores used, frequency of use, service charges, and customer satisfaction. The stores provide information about the services performed and the charges.

*Payment Mechanism for Stores.* The stores will charge customers directly for their skate sharpening services and pay Hockey Caddy a per transaction fee for use of the App. Stores will need to set up a payment mechanism such as a credit card or bank transfer. The store's card or banking information needed to process the transaction fee will be collected by a third-party payment processor—not by us—and will be subject to the processor's privacy policy, rather than this Privacy Policy. Payment processors are not permitted to use personal information for their own commercial purposes.

*Requests for Information.* When you ask us for information about our services, we may ask for your name, e-mail address, phone, and information you're interested in.

*Surveys.* When you participate in a survey, we ask for your opinions and thoughts and may also ask you to provide your name, contact information, and other personal information.

## **Automated Data Collection**

When you access or use the App, we and our third-party analytics and advertising providers may automatically record certain data from your device by using various types of technology, such as cookies, clear gifs or web beacons (collectively, "cookies"). This data collected this way may include your device address or ID, web browser and/or device type, the web pages or sites visited just before or just after using the App, the pages or other content you viewed in the App, and the dates and times of the visit, access, or use of the App. You can use the settings or tools offered on your device or browser to refuse or restrict certain cookies or to delete cookies that have already been stored. (See the section titled "How You Can Restrict Cookies Automated Data Collection.")

*Log in and identification*—We recognize and verify you and your device when you log in to access and use your account by storing data including, for example, your password, device and browser type, Internet Service Provider (ISP) and Internet Protocol (IP) addresses, device and browser identifiers and information (including device, application, or browser type, version, plug-in type and version, operating system, and other technical data).

*Location Data.* When you install the App, you will be asked for permission to collect geolocation data (GPS) from your device. GPS data enables you to use optional features of the App, such as to locate the nearest store or how far you are from a particular store. You can remove or add your permission to collect GPS data at any time using your device settings.

*Data analytics.* We track and log web usage data about your interactions with the App including, for example, browsing history, usage rates, settings preferences, content interactions (including searches, page views, downloads, and prints), and user journey history (including clickstreams and page navigation, timestamps, content viewed or searched for, page interactions, and similar data).

*Advertising.* Cookies used for advertising purposes may be set when you use the App by us or our advertising partners. We and our advertising partners may use cookies to build a profile of your interests and show you relevant advertisements on our App and on other mobile applications and websites. Advertising cookies store data that can uniquely identify your browser and device. If you do not allow these cookies, you will still receive advertisements, but they will be less targeted specifically to **you**.

## **How We Use Personal Information We Collect**

We use personal information to conduct our business, stay in contact with our customers, and meet their expectations, including to

- Register new user accounts
- Provide, operate, maintain, improve, and promote the App;
- Send transactional messages through the App or by text or email, including responses to your comments, questions, and requests
- Provide customer and store user service and support; and send technical notices, updates, security alerts, and support and administrative messages
- Personalize the App services, including by providing features, opportunities, and advertisements that match your interests and preferences
- Send promotional communications, such as providing you with information about products and services, features, surveys, newsletters, offers, promotions, contests, and events; and provide other news or information about us and our partners. (You can opt-out of receiving marketing communications as explained under “How You Can Restrict Automated Data Collection and Marketing Communications”)
- Monitor and analyze trends, usage, and activities in connection with the App;
- Protect the App and customer and store users by investigating suspicious activity and unauthorized access;
- Comply with valid legal process and respond to governmental requests.

## **How We Share Personal Information**

*Third-Party Service Providers:* We share information, including personal information, with third-party service providers that provide hosting for and maintenance of the App, e-mail marketing, backup, storage, database, payment processing, analytics and other services for us. These third-party service providers may have access to or process your personal information for the purpose of providing these services for us. The third-party service providers are not permitted to use the personal information we share with them for their own commercial

*Stores.* Our store service partners can access the service requests you enter into the App. They use the App to contact you, arrange for the services you want, and update you about the status of your order. Customers pay the stores directly for skate sharpening and repair services and we recommend that you find out from them how they collect, store and protect your payment and other personal information.

*App Analytics:* We may collect, and we may engage third-party analytics providers such as Google Analytics to collect, metrics and information regarding your use of the App, including evaluating how visitors use our App to develop new features, improve existing features or inform sales and marketing strategies. When we process data for analytics purposes, any personal information is anonymized. For information about how Google handles personal information collected for data analytics purposes, see <https://support.google.com/analytics/answer/6004245>

*Digital Advertisers:* We may use third-party advertising companies to serve advertisements on the App and on selected websites and mobile applications operated by others. These companies may set their own cookies or use similar web technologies to collect information about your online and mobile device activities over time and across different mobile applications and websites. These companies then direct advertisements to you based on your interests as suggested by the history of your visits to this App and other apps.

*Affiliates:* We may share information, including personal information, with companies affiliated with Hockey Caddy, and they will use that information only for the purposes that are consistent with those described in this Privacy Policy.

*Legal Process, Law Enforcement and Compliance.* We may disclose personal information or other information if required to do so by law or in the good-faith belief that such action is necessary to comply with applicable laws, in response to a facially valid court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement or other governmental agencies.

*Security and Protection.* We also reserve the right to disclose personal information or other information that we believe, in good faith, is appropriate or necessary to (i) take precautions against liability, (ii) protect ourselves, customers, stores, and others from fraudulent, abusive, or unlawful uses or activity, (iii) investigate and defend ourselves against any third-party claims or allegations, (iv) protect the security or integrity of the App and any facilities or equipment used to make the App available, or (v) protect our property or other legal rights, enforce our contracts, or protect the rights, property, or safety of others.

*With Your Consent:* We may also share personal information with third parties when we have your consent to do so.

## **How You Can Restrict Automated Data Collection**

By using the App, you consent to the processing of your personal information by both Hockey Caddy and the App analytics services providers, including Google Analytics. You can restrict how cookies and other internet technologies are used to track and log data about your computer and mobile device usage of our App by managing the preference settings on your browser or device. You can learn how Google collects data on its partner sites and how to restrict that data collection at <https://policies.google.com/technologies/partner-sites?hl=en-US>

Note that if you restrict the use of cookies some of the features on our App may not be fully functional.

The controls you may be able to use include:

- Managing the settings on your web browser or device
- Installing the Google Analytics opt-out browser add-on, which is described at the Google Analytics Opt-out Browser Add-on page at <https://tools.google.com/dlpage/gaoptout>
- Communicating directly with third parties that we authorize to collect data on our App as explained at:
  - Google: <https://policies.google.com/privacy>
  - Facebook: <https://www.facebook.com/privacy/explanation>
  - Twitter: <https://twitter.com/en/privacy>
- Purchasing a utility from an independent software provider that you install on your computer browsers to limit tracking of your browsing activity.

Do Not Track (DNT) is an optional browser setting that is used by some website operators and third parties. Our App does not respond to DNT signals.

## **Your Communications Choices.**

*E-mail marketing and advertising.* You can opt-out of receiving marketing communications from us by following the “unsubscribe” instructions included in each of our e-mail marketing communications. You can also opt-out by emailing us at [info@hockeycaddy.ca](mailto:info@hockeycaddy.ca) and providing the names/email address that you want us to remove from our marketing database and add to our ‘Do Not Contact’ list. If you opt-out of marketing messages, we may still send e-mails to you that involve your orders or responses to questions. It may take up to ten days to process your request to unsubscribe from e-mail marketing messages.

*Text messages.* If you previously gave us permission to send recurring automated promotional and personalized marketing communications to you by text message, you can withdraw that consent at any time by replying STOP to our text message. It may take up to seven days to process your request to STOP text marketing messages.

## **Retention and Protection of Personal Information**

We will retain your personal information as long as you maintain an account with the App, and as necessary to comply with our legal obligations, resolve any disputes, and enforce our agreements.

We maintain commercially reasonable security procedures and practices appropriate to the nature of the categories and specific items of personal information we collect. However, neither people nor systems can operate in a fully secure manner and no method of transmission over the Internet or method of electronic data storage is fully secure. While we use reasonable efforts to protect your personal information and select stores and third-party

service providers we believe also use reasonable precautions, we cannot guarantee the security of the personal information you provide to us.

Our App permits you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else who has obtained your password, even if that person was not authorized by you. You should notify us of any unauthorized use of your password or account, and, if any unauthorized use is suspected, you should immediately reset your password.

If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you have with us has been compromised), please immediately notify us of the problem.

## **Social Media and Third-party Links**

Social Media. You may be able to connect to our App using a social media account such as Instagram. If you authorize us to connect with you using your social media account, we may access and store your name, email address, location, profile picture, other images you post, URL, and any other personal information that the social media platform makes available to us. We may use and disclose that information in accordance with this Privacy Policy.

Third-Party Links. The App may include links to websites operated by third parties that have information we think may be of interest to you. If you click on a third-party link, you will be directed away from our App to that third-party website and any information you provide you submit to that third party website or is collected from your usage, will be available to the third-party operator. The third-party website operator may collect your IP address or device identifier and other internet browsing data and may set a cookie to enable their features to function and track your usage. We recommend that you review the privacy policies of these websites before sharing any information with them. We have no control over and assume no responsibility for the content, accuracy, privacy policies, or practices of any third-party websites or services.

## **Children's Personal Information**

Only individuals who are of age to enter into a legally binding contract (age 18 in most states) are permitted to register for an account on the App. If you register for an account on the App, you are representing to us that you are age 18 or reside where you have reached the age of majority. Parents or legal guardians may use the App to obtain skate services for minor-aged children and will need to submit certain personal information about the child that is necessary to provide the services.

Hockey Caddy does not knowingly collect any personal information about children under the age of 13 without verifiable consent from a parent or legal guardian. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Privacy Policy by instructing their children never to provide personal information through the App without permission. If you have reason to believe that a child under the age of 13 has



provided personal information to us through the App, please contact us. See “How to Contact Us” below.

## **Your Rights**

You may be entitled under the applicable law of your country, state, or province to ask Hockey Caddy for a copy of your information, to correct it, erase or restrict its processing, or to ask us to transfer some of this information to other companies. You may also have rights to object to some processing, including for direct marketing purposes. These rights may be limited in some situations – for example, where we can demonstrate we have a legal requirement to process or keep your personal information. You may submit a request to exercise your data privacy rights by contacting us as explained in the section titled “How to Contact Us.” Please note that we may require you to provide proper personal identification and confirmation of your place of legal residence before we comply with any request regarding personal information.

If you reside in Canada, you have the right to request that your personal information be updated or amended to correct inaccuracies or incomplete information, request deletion of your personal information, or request that we no longer use it. You are responsible for the accuracy of the information you provide when using the App. To access, review or update your information for accuracy, please login to your App account or contact us using the information below. Your right to access or correct your personal information is subject to applicable legal restrictions. We may take reasonable steps to verify your identity before granting access or making corrections.

Residents of Canada may withdraw consent to our collection, use or disclosure of personal information at any time, subject to reasonable notice and any legal or contractual restrictions. To notify us that you wish to withdraw your consent, you may contact us by email at: [info@hockeycaddy.ca](mailto:info@hockeycaddy.ca) . Revoking your consent to our collection, use and/or disclosure of your information for certain purposes may limit or block our ability to provide you with services using the App.

We hope that we can satisfy any queries you may have about the way in which we process your personal information. If you have any concerns about how we process your personal information, please contact us as explained in the section titled “How to Contact Us.”

## **Changes to this Privacy Policy**

We reserve the right to amend this Privacy Policy at any time in order to address Hockey Caddy’s future developments, changes in industry trends, or changes in legal requirements. If we materially alter the terms of this Privacy Policy, we will post the revised Privacy Policy on the App and provide other notification as required by applicable law.

Any changes will become effective upon the posting of the revised Privacy Policy on the App. You can determine when the Privacy Policy was last revised by referring to the "Effective Date" legend on the top of this Privacy Policy.

By continuing to use the App following such changes, you will be deemed to have agreed to such changes. If you do not agree with any or all of the terms of our Privacy Policy as in effect at any time, you should not continue to use the App.

## **How to Access and Manage Your Account**

You can update, correct, or delete your App account information by logging into your account and making the necessary changes.

## **How to Contact Us**

If you have questions or complaints regarding this Privacy Policy or about Hockey Caddy's privacy practices, please contact us:

[info@hockeycaddy.ca](mailto:info@hockeycaddy.ca)