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## Privacy Statement

Cardinal Couriers Ltd. (Cardinal) is committed to protecting our customers' privacy. This Privacy Statement is to inform our customers of Cardinal's practices relating to the type(s) of personal information we may receive association with our customers' use of our shipping products and services, our customers' access to or use of our websites and applications, or other interactions our customers may have with us.

For the purposes of this Privacy Statement,

"Customer" refers to anyone who uses Cardinal's products and services, which may include the shipper, receiver, or 3<sup>rd</sup> party designate of the shipment, anyone who uses Cardinal's website, applications or software, and anyone who has opted to receive e-mail communications about Cardinal's products and services, promotions, special offers, and instruction manuals or service tips.

"Personal information" refers to information about an identifiable individual, but does not include the name, title, business name, business address or telephone number of an employee of an organization.

### What Personal Information We Collect and How We Use It

We obtain personal information about every shipment tendered to Cardinal so that we may facilitate our customers transportation requirements, provide information services necessary to make shipping convenient and to bill our customers accurately for the products and services we provided. We may also collect personal information in connection with various activities such as (i) use of the Cardinal website, software and applications, (ii) requests to track or trace shipments or answer questions regarding shipments, (iii) events in which we may participate, (iv) promotions and special offers (v) calls placed with customer service and/or billing customer service which may be recorded.

Examples of the personal information we collect in relation to shipments include:

- Individual and business contact information (such as name, company name, physical address, email address and telephone or fax number)
- Shipping information (i) shipping-related contact details such as the shipper's, and consignee's name, physical address, email address and telephone number, (ii) signature for proof of delivery, (iii) Cardinal account number, (iv) information provided to us that may assist us with access to locations for which we provide service, (v) information provided to us regarding the content of certain shipments.
- Personal Information that enables us to verify an individual's identity
- Names, email addresses and telephone numbers of others to whom we are asked to send information
- Information provided in response to surveys or promotions
- Username, password and other credentials used to access Cardinal products and services
- Payment information (including payment card details and invoicing address) and financial information (such as bank account numbers), customer billing information, including the verification of their credit, the authentication of their identities, and the production of detailed invoices that provide details on shipment and services charges billed to them

- Tax or business identification number in circumstances for which a request for products or services where this information is required.
- Other personal information that may be provided to us to obtain a Cardinal product or service

We may receive personal information from third parties, including public databases, social media platforms, or third party partners such as analytics or marketing providers.

We may obtain physical location data in order to provide transportation or other services. This includes, for example, data identifying the actual location of a physical address using information such as GPS data, geocodes, latitude and longitude information, and images of the various locations.

## **Information We Share**

Cardinal does not sell or otherwise share personal information about you, except as described in this Privacy Statement. Cardinal may share personal information with third parties who perform services on our behalf based on our instructions. Such third parties may include, among others, other transportation companies or local pick-up and delivery agents involved in the pick-up, transportation and delivery of shipments and information services/technology service providers. When transferring personal information to third parties, we use contractual agreements or other means to provide a level of protection comparable to Cardinal's level of protection while the personal information is in the third party's custody. These third parties are not authorized by Cardinal to use or disclose the information except as necessary to perform services on Cardinal's behalf or comply with legal requirements.

Information collected through third-party apps, tools, widgets and plug-ins (such as information obtained through third-party login services, or shipping systems) is collected directly by the third party providers of these features or services. This information is subject to the privacy policies and statements of the providers of the features and/or services, and Cardinal is not responsible for those providers' privacy information practices.

Cardinal reserves the right to co-operate fully with local, provincial and federal officials in any investigation relating to any personal information (including private electronic communications transmitted on any Cardinal website, software or application) or any purported unlawful activities. Cardinal also reserve the right to disclose and/or transfer personal information to a third party in the event of a proposed or actual direct or indirect sale, merger or other transfer of the assets or shares of Cardinal, provided that the third party agrees to adhere to this Privacy Statement.

Except as stated above, Cardinal will not, without our customers' consent, sell, share, transfer, license or trade personal information received to other parties

The form of consent from an individual, whether it is expressed or implied, will largely depend on the type and sensitivity of the personal information. Cardinal will not, as a condition of the supply of our products and services, require any individual to consent to the collection, use or disclosure of his or her personal information beyond what is detailed in this Privacy Statement.

In the event that a customer provides Cardinal with personal information relating to an individual other than themselves, such as the consignee of a shipment, Cardinal relies on the customer who is providing the personal information to obtain that individual's consent for collection and use of their personal information as described in this Privacy Statement.

## **Use of Cookies**

Customers who log on to Cardinal's website, website applications or software are authenticated through their account number, user ID and password, a cookie will store the identification number of their browser. Throughout the customer session, the session cookie performs as a form of a digital signature identifying our customer's current session through the web server. The web server will monitor the customer's

browser number to ensure that at all times during the session, Cardinal is dealing with the Cardinal customer.

Cardinal may also use session cookies to track customers visits to the website, applications or software. This information is used to determine the type of information that customers are looking for on our website and to provide necessary information for the continuous improvement of the website.

## **Protection of Personal Information**

Cardinal undertakes all reasonable efforts to ensure that personal information collected is protected against unauthorized access. Access to Cardinal customers' personal information is restricted to selected Cardinal employees and contractors. Cardinal utilizes security techniques, such as firewalls, access control procedures and cryptography, to protect personal information against loss and unauthorized access. Cardinal cannot guarantee the confidentiality of information that is displayed on any shipment package or shipment label.

## **Retention of Personal Information**

Cardinal shall retain customers' personal information for as long as necessary in accordance with the purpose for which it was collected and to comply with any applicable laws.

## **Withdrawing Consent**

Anyone may withdraw consent to Cardinal's further use, retention or disclosure of their personal information at any time, subject to legal or contractual restrictions, reasonable notice and discontinued use of the Cardinal products or services, the Cardinal website, software or applications. Consent may be withdrawn by contacting Cardinal at (905) 507-4111. Cardinal will inform the person who is withdrawing his or her consent of the implications of doing so, including the discontinuation of all Cardinal products or services and access to any Cardinal websites, software or applications.

## **Changes to this Privacy Statement**

Cardinal reserves the right to modify this Privacy Statement at any time without notice. The Privacy Statement posted at any time or from time to time via the Cardinal website shall be deemed to be the Privacy Statement in effect at that time.