

HeyLocal Privacy Policy

HeyLocal "the App" provides aggregation of your shopify products onto our marketplace at heylocal.ca "the Service" to merchants who use Shopify to power their stores. This Privacy Policy describes how personal information is collected, used, and shared when you install or use the App in connection with your Shopify-supported store.

Personal Information the App Collects

When you install the App, we are automatically able to access certain types of information from your Shopify account:

- Product Data - Used to list your products on heylocal.ca for customers to find searching in and around your city
- Shop Data - Used to complete your HeyLocal profile
- Analytics Data - Used to show value brought to you from the app and to help drive decisions for you and your community

Additionally, we collect the following types of personal information from you and/or your customers once you have installed the App: Information about individuals who visit your store, such as their IP address, web browser details, time zone, and information about the cookies installed on the particular device.

We collect personal information directly from the relevant individual, through your Shopify account and MailChimp newsletter subscriptions, or using the following technologies: "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps. "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

How Do We Use Your Personal Information?

We use the personal information we collect from you and your customers in order to provide the Service and to operate the App. Additionally, we use this personal information to: Communicate with you; Optimize or improve the App; and Provide you

with information or advertising relating to our products or services. Additionally, we use this personal information to help reach other retailers and customers to increase the value to both the customers and merchants on the marketplace. Search data is also recorded in order to provide insights to the local businesses.

Sharing Your Personal Information

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Behavioural Advertising As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

<https://support.google.com/ads/answer/2662922?hl=en-GB>,

<https://www.facebook.com/help/568137493302217>. Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Data Retention

When you sync through the Site, we will maintain your Order Information for our records [[DESCRIBE RETENTION PRACTICES]]unless and until you ask us to delete this information.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@heylocal.ca.