

# Privacy Policy

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This Privacy Policy (“Policy”) outlines the personal information that Isaac Lee and any individuals or organisations directly associated with Isaac Lee directly involved with operation of Our Services (“Isaac”, “We”, “Us”, or “Our”) gather, how We use that personal information and the options available to you to access, correct, or delete such personal information.

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## 1. Policy Application

This Policy applies to Our collection, use, and disclosure of the personal information of the follow categories of data subjects:

- **Website Visitors:** Those who visit Our Websites. For the purposes of this Policy, “Websites” refers collectively to [www.deckstats.ca](http://www.deckstats.ca) as well as any other website We operate on our own behalf and that link to this Policy.
- **Clients:** Individuals or entities who enter into an agreement with Us (or an authorised partner) and to whom we provide Services pursuant to such agreement. For the purposes of this Policy, “Services” shall refer to all solutions provided by Us to a Client, including but not limited to data entry, data processing, and website maintenance.
- **Members:** Individuals who have personal information stored by Us in association with one or more Clients.
- **Users:** Members who have login credentials.
- **Administrative Users:** Users with login credentials for an account with one or more of Our Websites that have the ability to enter information on behalf of one or more Clients. For the purposes of this Policy, an Administrative User is only an Administrative User with respect to one or more Clients and is only a User with respect to Clients for whom the User does not have the ability to enter information. For clarity, all Administrative Users are also considered Users.

Clients are responsible for ensuring that their Members are aware of this policy and that any data of their entered by Administrative Users is entered with their permission.

Our Websites and Services are not intended for individuals under the age of majority. We do not knowingly collect or share personal information from any person under the age of majority. To the extent We become aware that We have the personal information of a person under the age of majority, We will delete that information.

## 2. Information We Collect (Categories of Data Subjects)

- **Website Visitors**
  - **Log files:** When interacting with Our Websites, We gather certain information and store it in log files. This information may include but is not limited to Internet

Protocol (IP) address, system configuration information, and locale and language preferences.

- **Clients**
  - Name
  - Email address
  - Payment records
- **Members**
  - Name
- **Users**
  - Name
  - Email address

No sensitive personal information such as social insurance numbers, driver's license numbers, race, ethnicity, religion, health metrics, or political associations is collected.

### 3. How We Use Information We Collect

We only process personal information in a way that is compatible with and relevant to the purpose for which it was collected or authorised. As a general matter, for the categories of data described in Section 2 above, we may use your personal information to:

- Provide, operate, maintain, improve, and promote the Websites and Services for all Users of the Websites and Services.
- Enable you to access and use the Websites and Services.
- Process and complete transactions, and send you related information, including purchase confirmations and invoices.
- Send transactional messages, including responses to your comments, questions, and requests.
- Provide customer service and support.
- Send technical notices, updates, security alerts, and support and administrative messages.
- Comply with legal obligations as well as to investigate and prevent fraudulent transactions, unauthorised access to the Services, and other illegal activities.
- For other purposes for which we obtain your consent.

In addition, we may use the information we collect from Website Visitors for the following purposes:

- Monitor and analyse trends, usage, and activities in connection with the Websites and Services.
- Marketing or advertising purposes.
- Personalise and improve the Websites and Services.

## 4. Data Aggregation

We may aggregate data We acquire about our Clients, Users, and Members. Non-personally identifiable, aggregated data may be shared with third parties.

## 5. Information Sharing

We work with other companies who provide Us with services that help run our Services (“Service Providers”). These Service Providers may only process personal information pursuant to Our instructions and in compliance with this Privacy Policy, applicable contracts, and other applicable confidentiality, data protection, and security measures and regulations.

In addition to sharing with Service Providers as described above, We also may share your information with others in the following circumstances:

- In the event of a merger, sale, change in control, or reorganisation of all or part of Our business.
- When We are required to disclose personal information to respond to subpoenas, court orders, or legal process, or to establish or exercise Our legal rights or defend against legal claims.
- When We have a good-faith belief sharing is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required to comply with our legal obligations.
- As you may otherwise consent from time to time.

## 6. Data Security, Data Integrity, and Access

We do our best to keep your private information secure and safe. However, data leaks and malicious attacks do happen. Please understand that while We do our best to protect your data, providing your personal information is at your and own risk. Additionally, We are not responsible for how any third parties may handle your data or any data breaches associated with said parties.

## 7. Data Retention

We may store your personal information for an extended period of time, depending on how We need to use the information. For example, We will keep your email address and name on file while you have an account with us. The criteria used to determine how long We store your personal information will vary. The following factors are typically considered regarding data contention:

- The purpose for collecting the personal information in the first place.
- The volume, nature, and sensitivity of the personal information We are processing.

- The potential risk of harm from unauthorised use or disclosure of the personal information.
- Whether We can achieve the purposes for processing with less data or through other means.
- Legal requirements that may apply to the data, such as applicable statutes of limitation or contractual obligations.

When the data retention period expires for a given type of data, We will delete or destroy it. If, for technical reasons, We are unable to do so, We will implement appropriate security measures to prevent any further use of such data.

The default data retention period for automatically collected information is 15 days.

## 8. Deletion and Modification Requests

You may request your data be deleted or modified at any time, and We will comply with the request once it has been verified. Requests from Members who are not Users must be submitted by Administrative Users on behalf of the Member.

## 9. Additional Questions

For further questions regarding this privacy policy, feel free to contact Us at [contact@isaaclee.ca](mailto:contact@isaaclee.ca). We will respond to your privacy policy questions as soon as possible.

## 10. Policy Updates

This privacy policy was last updated on January 4<sup>th</sup>, 2025. If We adjust the privacy policy, We will notify all account holders of this change and post the most recent update date here. Once posted, the new privacy policy shall be effective immediately.