

PRIVACY POLICY

1. Who We Are

We are Jessica White, MScFN, RD, o/a NutriVice® as well as our family of affiliated companies (collectively referred to herein as “NutriVice®,” “we,” “us,” or “our”).

2. Purpose of This Privacy Policy

We provide on-line individual and group counselling, presentations, and self-guided course materials, designed to instruct, lead and inspire individuals and teams to develop and follow nutritional regimes designed to enhance wellness and athletic performance. These services, accessed through this Site, are referred to as the “Services.”

This Privacy Policy explains how we handle your Personal Information, including how we collect it, use it, and share it with others, in the course of providing the Services to you.

Having reviewed this Privacy Policy, or having been given the opportunity to do so, and by clicking on the “Continue” icon of the pop-up that opens when you enter this site (the “Site”), you expressly consent to the terms and conditions of this Privacy Policy, to the Terms and Conditions governing use of the Site, and to the Disclaimer.

If you have questions, comments or concerns about this Privacy Policy, the Terms and Conditions, or the Disclaimer, please contact us at info@nutrvice.ca

3. Changes to this Privacy Policy

This Privacy Policy is current to January 19, 2021. In order to enhance our Services, it might be necessary to change this Privacy Policy from time to time. We therefore reserve the right to modify this Privacy Policy at any time without notice. Each time you access this Site, the current version of this Privacy Policy will apply. Accordingly, each time you access this Site you should review any changes since the last time you accessed the Site.

4. If You Elect Not to Provide Personal Information

You may choose not to provide us with your Personal Information. However, if you choose not to provide your Personal Information, you will not be able to create an account on this Site, and you will be unable to access and receive the Services.

5. What Is Personal Information?

Personal Information includes: your name, address, telephone number, email address, credit card information, postal code, town or city, gender; click through activity, product or service preferences or instructions; information about your computer and about your visits to and use of this website, such as your IP address, geographical location, browser type, operating system, referral source, length of visit and number of page views; information that you provide to us for the purpose of registering with us (including your name, date of birth, email address, telephone number, postal address, and other personal details); information relating to any transactions carried out between you and us including information relating to any purchases you make; information

that you provide to us for the purpose of obtaining the Services; health information (including but not limited to: medical history, occupation, physical and mental health information, personal and family medical history information, primary physician details), email notifications and/or newsletters; and, any other information that you choose to send to us.

6. Anonymized Data

We may create de-identified or anonymized data from Personal Information by excluding data components (such as your name, email address or linkable tracking ID) that makes the data personally identifiable to you, through pseudonymization, or through other means. Use of anonymized and de-identified data is not subject to this Privacy Policy.

7. Private Chat Rooms

From time to time we may create a private chat room on a social media platform, such as Google. Membership in the chat group is by invitation from us. You should refrain from sharing any personal information that you do not want made known to others. Any information you share in such a chat room will be subject to the Terms of Use and Privacy Policy of that social media platform.

8. Why We Collect Personal Information

We collect Personal Information in order to facilitate the Services that are offered through the Site including: provision of counselling services, communication with you about products and services, and transaction fulfillment and processing.

We may also put Personal Information to other uses, which may include communicating information and offers to you; to better understand, analyze, and respond to your needs and preferences; to verify your identity; for our business management purposes; and to subsequently develop, enhance, and/or provide products and services to meet those needs and preferences.

We also keep track of your product and services preferences and instructions and analyze that information. In addition to providing the Services to you, we may use Personal Information to enter you into a contest, or to respond by Electronic Communication to an inquiry that you posted online. Your Personal Information may also be used by us to contact you via email, SMS, WhatsApp, Facebook Messenger, push notification to your mobile or electronic device or other forms of electronic messages sent to you at the addresses and accounts listed on your Account or by communications posted on or notifications through the Site (collectively, “Electronic Communication”) regarding other products or services which may be of interest to you, and for our client appreciation programs. Your Personal Information may be combined with other Personal Information collected by us to provide aggregate statistical information about clients’ service usage preferences.

Your Personal Information may be passed on to a third party in the event of a transfer of ownership or assets, or a bankruptcy, of NutriVice® or any of its affiliates. NutriVice® or any of its affiliates may also disclose your Personal Information to one or more of their respective subsidiary and parent companies and businesses, and other affiliated legal entities and businesses who are under common corporate control. However, all of the parent, subsidiary and affiliated legal entities and

businesses of NutriVice® that receive your Personal Information will comply with the terms of this Privacy Policy with respect to their use and disclosure of such Personal Information.

9. How We Collect Personal Information

- (a) When you register for an account or interact with our Services.

We collect Personal Information when you access a Site or seek to access the Services, including when you register with us. We use this Personal Information to create your account, enable your activity within our Services, manage your account, and to provide the Services generally, including to develop, enhance, and improve our Services and your experience. We also use this data for internal purposes related to certain research, analytics, innovation, testing, monitoring, client communication, risk management, and administrative purposes.

- (b) When you communicate with us or sign up for promotional materials

We collect Personal Information when you communicate with us or sign up to receive promotional materials or information via email, push notifications, or text messages - including email address, mobile number, etc.

If you consent to such messages, we may use your Personal Information and other information to communicate with you to provide you with promotional messages and personalized advertising; to notify you of other products; to notify you of contests, challenges, sweepstakes, and other promotions; to notify you of Services we think may be of interest to you; and, for other marketing purposes.

Please note that regardless of your email settings, we may send you notifications pertaining to the performance of our Services, such as a revision of our [Terms of Service](#) or this Privacy Policy or other formal communications relating to the processing of the Services.

We may use your Personal Information to respond to your requests for technical support, online services, information regarding your order, or to any other communication you initiate. This includes accessing your account to address technical support requests. We may also use your Personal Information to address your requests, enquiries, and complaints.

- (c) When you engage with our online communities or advertising.

We may collect your Personal Information when you engage with our online communities. This includes when you click on advertisements, interact with our social media pages, submit content, leave reviews, or otherwise enter information into comment fields, blogs, message boards, events, and other community forums sponsored by or affiliated with NutriVice®.

- (d) When we leverage and/or collect cookies, device IDs, location, data from the environment, and other tracking technologies.

We may collect certain Personal Information using cookies and other technologies such as web beacons, device IDs, IP addresses, precise location information. We specifically use browser cookies for different purposes, including cookies that are strictly necessary for functionality and cookies that are used for personalization, performance/analytics, and advertising. Our [Cookie and](#)

[Device Identifiers](#) section contains more information and options to control or opt-out of certain data collection or uses.

10. Sharing of Personal Information

Your Personal Information has been collected by us in connection with purchases made by you of the products or Services, and for the other uses described in the [Why We Collect Personal Information](#) section above. By providing your Personal Information to us, you are providing your implied consent to our sharing that information as described in this Privacy Policy as required in order to provide the Services.

We will not otherwise share your Personal Information, except: to third parties performing functions on our behalf (such as analyzing data, providing marketing assistance, providing search results and links, and providing client service); where we are required by law to disclose Personal Information; in connection with any legal proceedings or prospective legal proceedings; in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention, identity verification, and reducing credit risk); and, to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling, we will require any person or entity to whom we provide your Personal Information to agree to comply with our then current Privacy Policy. We will take reasonable commercial efforts to ensure that they comply with our Privacy Policy, however we will have no liability to you if any such person or entity fails to do so.

11. International Data Transfers

Where permitted by applicable law, NutriVice® may transfer Personal Information collected in connection with the Services, to entities in countries where data protection standards may differ from those in the country where you reside. By accessing the Site and utilizing the Services, you understand and consent to our transfer of your Personal Information globally. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries will be entitled to access your Personal Information.

12. Consent

We try to ensure that you understand how we collect and use your Personal Information. One of the ways this is done is by obtaining your consent. Consent may be either express or implied. Express consent is given when we specifically ask you if it is acceptable to you that we gather certain information and you explicitly agree that it is. Implied consent occurs when you provide information that may be Personal Information without objection. As we obtain only the information necessary to assist you with the transaction you require, we operate under the understanding that you have agreed to provide us with this Personal Information voluntarily and with knowledge of this Privacy Policy whenever you do so.

13. Cookies and Device Identifiers

This Site uses “cookies” and device identifiers to help personalise your online experience with us. A cookie is a small text file that is stored on your computer to help us make your visit to our site more “user-friendly”. Cookies provide us with information about your use of the Site that can help us improve the Site and your experience with it. Any Personal Information collected about you

through cookies will be treated in accordance with this Privacy Policy. If you have set your browser to warn you before accepting cookies, you should receive a warning message with each cookie. You may refuse cookies by turning them off in your browser, however you should be aware that our site like most other popular sites may not work well with “cookies disabled.” A device identifier is a unique label can be used to identify a mobile device. Device identifiers may be used to track, analyze and improve the performance of the Site and the Services.

14. Site Usage Information

Like most websites, this Site gathers traffic patterns, site usage information and other aggregated data in order to evaluate our visitors’ preferences and the effectiveness of our Site. This aggregate usage data does not identify you individually. We may share anonymous, aggregated statistics about visitors to our Site with others outside our company, or we may allow third-parties to collect aggregate data through our Site.

15. Access

We will advise you on request about what Personal Information about you that we have collected, as well as how it has or will be used. If you provide a written or email request for this information, we will act upon this request within 30 days and may charge a reasonable cost (e.g. photocopying and mail charges) to the individual making the request. We will inform you whether or not we hold Personal Information about you and, when possible, the source of the Personal Information, its use, and any parties to whom it may have been disclosed. You may be required to provide sufficient proof of your identity at this time to ensure the safety and security of the Personal Information we hold and that it is provided to individuals in accordance with this Privacy Policy. We reserve the right to decline to provide access to Personal Information where the information requested: would disclose Personal Information of another individual or of a deceased individual; is subject to legal privilege; is personal health information that was not provided to us directly by the individual requesting access; is not readily retrievable and the burden or cost of providing would be disproportionate to the nature or value of the information; does not exist, is not held, or cannot be found by us; could reasonably result in serious emotional harm to the individual or another individual, or serious bodily harm to another individual; or, may harm or interfere with law enforcement activities and other investigative or regulatory functions of a body authorized by statute to perform such functions. We will not respond to repetitious or vexatious requests for access.

16. Updating or Correcting Your Information

You may in most cases correct or update your Personal Information by accessing your account directly, or by instructing us to do so on your behalf.

You represent and warrant that all Personal Information you provide us is true and correct and relates to you and not to any other person.

17. Security and Retention

We and our third party service providers operate secure data networks protected by industry standard firewall and password protected systems, and maintain physical, encryption, electronic and procedural safeguards to guard the integrity and privacy of these servers and of your Personal

Information. Although we cannot guarantee that there will never be a security problem, we and our agents that have access to your information carefully guard against the loss, misuse or alteration of the information we collect on our Site. However, even the best security measures cannot fully eliminate all risks. We cannot guarantee that only authorized persons will view your Personal Information. We are not responsible for third-party circumvention of any privacy settings or security measures.

You are responsible for maintaining the confidentiality of your Personal Information by keeping your password confidential. You should change your password immediately if you believe someone has gained unauthorized access to it or your account. If you lose control of your account, you should notify us immediately.

We expressly disclaim any responsibility for any actual or consequential damages that you may suffer as the direct or indirect result of any failure to comply with this Privacy Policy because of a security breach or technical malfunction.

We will retain your Personal Information for as long as your account is active or as needed to provide Services to you. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

18. Our Policy Regarding Children

NutriVice® is not intended for access or use by children under the age of majority in the applicable jurisdiction. NutriVice® does not target the Site or our Services for children under the age of majority and we do not knowingly collect or use any Personal Information from them unless it is provided by a parent or guardian authorized to use the Site on their behalf. If a parent or guardian becomes aware that their child has provided us with Personal Information without the parent or guardian's consent, please contact us at info@nutrvice.ca

19. Marketing Communications

Where we are legally required to do so, we ask you for your prior consent before providing you with promotional materials or information (referred to as "Commercial Electronic Messages, or "CEM"s). You may revoke your consent to the receipt of CEMs at any time. This will not affect the processing of your Personal Information in relation to any Services ordered by you.

20. Governing Law

NutriVice® controls and operates this Site in Canada. Our online privacy practices are governed by the laws of Canada and Ontario, which may differ from privacy laws in your province, state or home country. By submitting your Personal Information to this Site, you consent to the transfer of your Personal Information to any country and its use and disclosure in accordance with Canadian federal and Ontario provincial law and with this Privacy Policy.

21. For More Information or Assistance

If you have any questions regarding this Privacy Policy or the privacy practices of NutriVice® or its affiliates, or if you require assistance to withdraw your consent to our processing of your

Personal Information or wish to request that your Personal Information be deleted, please contact us by sending an email to info@nutrivic.ca or writing to us at ● Attention: Chief Privacy Officer.