

Western Educational Adventures Inc.

Privacy Policy – Version 2.1

Our Privacy Policy was last updated on January 11, 2023

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service. This Privacy Policy tells You about Your privacy rights and how the law protects You. Your privacy is very important to Us, and this Privacy Policy outlines how We protect the Personal Data We collect about You.

We use Your Personal Data to provide and improve the Service and our Programs. By using the Service and enrolling in our Programs, You agree to the collection, use and disclosure of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear singular or plural.

Definitions

For this Privacy Policy:

- **"Account"** means a unique account created for You to access Our Service or parts of Our Service.
- **"Company"** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Western Education Adventures Inc.
- **"Country"** refers to Canada.
- **"Cookies"** are small files placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **"Device"** means any device that can access the Service, such as a computer, a cell phone or a digital tablet.
- **"Personal Data"** is any information related to an identified or identifiable individual.
- **"Program"** is any summer camp, school program, private program or another program that We offer at the Company that is promoted through the Website.
- **"Service"** refers to the Website.

- **"Service Provider"** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **"Usage Data"** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **"Website"** refers to www.westernadventures.ca .
- **"You"** and **"Your"** means the individual accessing or using the Service, the Company, or other legal entity on behalf of which such individual is accessing or using the Service, and, as applicable, includes your guardian or your child.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service or enrolling in Our Programs, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address.
- First name and last name.
- Phone number.
- Health care history relevant to providing Our Programs, including but not limited to Your weight, height, sex, gender, any physical or mental disabilities or limitations, Your primary care provider's name and information, Your allergies, medication, vaccine history and emergency contact information.
- Your school and school contact information.
- Financial information such as but not limited to credit card information.
- Guardianship information.
- Address, including Province, Postal code, City
- Photographs of You.
- Logs related to Your attendance at Our Programs.
- Usage Data.

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of Our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device's unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service or when You access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

We use both Session and Persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow Us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

- **Tracking and Performance Cookies**

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the Website. We may also use these Cookies to test new pages, features or new functionality of the Website to see how Our users react to them.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain Our Service**, including monitoring the usage of Our Service.
- **To manage Your Account:** to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- **To contact You:** To contact You by email, telephone, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You with news**, special offers and general information about other goods, services and events which We offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend to and manage Your requests to Us.
- **For business transfers:** We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about Our Service users is among the assets transferred.
- **To deliver the Programs:** We may use Your information in logs during Our Programs to help Us monitor and support Your experience at Our Programs.
- **For marketing and publicity purposes:** We may use photographs of You for publicity purposes, including but not limited to the company's website, printed material and social media.
- **For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of Our promotional campaigns and evaluating and improving Our Service, products, services, marketing, and Your experience.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyze the use of Our Service, for payment processing, to contact You.

- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honour this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or companies that We control or are under common control with Us.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with Our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce Our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for more extended periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and other places where the parties involved in the processing are located. This information may be transferred to and maintained on computers outside your province, state, country or other governmental jurisdiction where the data protection laws may differ from yours.

Your consent to this Privacy Policy, followed by Your submission of such information, represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy, and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place, including the security of Your data and other personal information.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation.
- Protect and defend the rights or property of the Company.
- Prevent or investigate possible wrongdoing in connection with the Service.
- Protect the personal safety of Users of the Service or the public.
- Protect against legal liability.

Security of Your Personal Data

Safeguards are in place to protect the security of Your information. These safeguards include a combination of physical, technological, and administrative security measures appropriate to your personal data's sensitivity. These safeguards are aimed at protecting Personal Data against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.

The security of Your Personal Data is important to Us, but no method of transmission over the Internet or method of electronic storage is completely secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Detailed Information on the Processing of Your Personal Data

The Service Providers We use may have access to Your Personal Data. These Service Providers collect, store, use, process and transfer information about Your activity on Our Service in accordance with their Privacy Policies.

Analytics

We may use third-party Service providers to monitor and analyze the use of Our Service.

Children's Privacy

We do not knowingly collect Personal Data from anyone under the age of 13 without their legal guardian's consent. If You are a guardian and You are aware that Your child has provided Us with Personal Data, without your consent, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without guardian consent, We will take steps to remove that information from Our servers. If You are a guardian of a child, by enrolling your child in our Programs, you are consenting to Our collection, Use and Disclosure of their Personal Data in accordance with this Privacy Policy.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a guardian, We may require Your parent's consent before We collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third-party's site. We strongly advise You to review the privacy policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when posted on the Website.

Contact Us

If you have any questions about this Privacy Policy, You can contact Us:

- By visiting this page on Our website at: www.westernadventures.ca
- By sending Us an email at: www.westernadventures.ca/contact.htm