

## Privacy & Security Statement

At Lee Valley Tools Ltd., we understand the importance of protecting the privacy of our customers' personal information. We are committed to complying with current privacy legislation and guidelines. We respect and protect the personal information of our customers by:

- Limiting collection, use, disclosure, and retention;
- Establishing procedures to receive and respond to inquiries and complaints;
- Ensuring accuracy and accountability through staff training;
- Safeguarding sensitive information using current and updated security systems and practices;
- Honoring any customers request not to receive mail, telephone, email or other solicitations from us.

If you have questions regarding the handling of your personal information, please contact our Privacy Officer by email at [privacy@leevalley.com](mailto:privacy@leevalley.com) or in writing at: 1090 Morrison Drive  
Ottawa, ON K2H 1C2  
Attn: Privacy Officer

## Information Collection and Use

The information we collect is used only to support Lee Valley's operations. You will not be added to another company's marketing lists because you shopped with us. We value our customers too much to jeopardize our relationship with them. Whether you share your personal information with us through our website, in our stores, or by other means, we will never sell or rent this information to others.

**More simply put:** We won't sell or rent out your private information. To anyone.

When you place an order online, by mail, phone or fax, we request certain information needed to complete your order and billing. We share this information with shipping companies and credit card processing companies in order to bill and ship your order, but we do not provide any more information than is necessary for those purposes and these companies do not retain, share, store or use personally identifiable information for any secondary purposes. Contact information such as your e-mail address and phone number is used to confirm your order, or to contact you should we have questions or information for you about your order.

**More simply put:** We only share what's absolutely necessary with other companies to get your order to you. These companies do not keep this information.

We send marketing emails such as sales, promotional events, customer surveys, and newsletters to customers who have chosen to receive them. We will only use your email address for these purposes if you have specifically opted into such programs. You can change your preferences or opt-out of email contact at any time by contacting us, by changing your Account Preferences on our website, or by selecting the Unsubscribe option available on each email that we send.

**More simply put:** If you receive an email from us, it's because you've opted to do so. If you've had enough of them, it's easy to change your preferences!

If you place an order online, you have the option of shopping as a guest or registering with us. When you register, we will provide you with a password-secured customer login that can be used for subsequent visits, order inquiry purposes, or for certain activities that require registration, such as Wish Lists.

**More simply put:** As long as you keep your password secure, nobody else can log on to our website using your personal information.

If you have ordered from us, you may occasionally receive catalogs or other mailings from us that we believe may be of interest to you. If you do not wish to receive these mailings, you can contact us by mail, phone or email at any time, provide your name and address and we will immediately remove you from our mailing list.

**More simply put:** If you get tired of receiving paper mail from us, simply let us know and we'll stop sending it!

### **Use of Aggregate Information on our Site**

We collect data on the use of our website for the purposes of creating reports and statistics. We use this information to improve our website experience. We may on occasion, provide the data in aggregated form and without any personally identifiable data to vendors to aid in the improvement of our website.

The data we collect on the use of our web site includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, connection speed, read time, display time, and number of clicks.

**More simply put:** If we share statistics, it does not contain any of our customers' personal information.

### **Cookies**

A cookie is a small data file stored on your computer's hard drive that contains information relating to your visit to our site, such as an identifier that is used to retrieve your currency selection and shopping cart contents. When you leave and then return to our site, this information is recalled to improve the shopping experience. For example, if there was an interruption while browsing the Internet, your shopping cart selections would still be available, in the currency you had selected, the next time you connected to our site. There are simple ways to either refuse all cookies or accept them each time they are offered. Consult your browser's help files for assistance in changing your settings or removing existing cookie files.

**More simply put:** Cookies make your shopping experience on our website better.

## Security

We have taken every reasonable precaution to protect our customers' information both on and off line.

Whenever you enter sensitive information like your credit card number on our site, it is encrypted and protected with Secure Sockets Layer (SSL). This web protocol uses a private key to encrypt data that is transferred over a secure connection between our servers and your machine. While on a secure page such as our payment page, a closed lock icon will appear in your web browser (e.g., Microsoft Internet Explorer). This icon will appear unlocked or disappear completely when you are viewing a non-secure page. The URL or address of the page will also confirm if the page you are viewing is secure: if the address starts with https (as opposed to just http), you are viewing a secure page using SSL. To learn more about SSL, visit [www.verisign.com](http://www.verisign.com).

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect customer information offline. All of our customers' information, not just the sensitive information mentioned above, is restricted to employees who need the information for their specific duties. Furthermore, ALL employees are kept up to date on our security and privacy practices. Finally, the servers on which we store personally identifiable information are kept in a secure environment.

**More simply put:** Online or offline, the security of our customers' personal information is a top priority for us.

## Links

This web site may contain links to other sites. This privacy and security statement applies only to information collected by our web site. We are not responsible for the privacy practices and policies of these third parties.

**More simply put:** The only websites Lee Valley controls are the ones we own. Other companies' websites may not be as technologically sound. We do not endorse information on other websites that may be linked to ours.

## Notification of Changes

We will post changes to our Privacy Policy on our homepage so our customers are always aware of what information we collect, how we use it and under what circumstances, if any, we disclose it. Any individual has the right to refuse consent for their personal information to be used for a purpose other than that which was originally stated.

**More simply put:** If anything above changes, we will be sure to post it!