



## PRIVACY POLICY

Fluid Energy Ltd. ("Fluid") approaches its communications on the Internet with respect for, and commitment to protecting, your privacy rights. This Privacy Policy describes how we collect, protect, use and share information gathered about you when you visit or make a purchase from [tritoncleaningproducts.com](http://tritoncleaningproducts.com) (the "Site"). We hope that this disclosure will help increase your confidence in our Site and enhance your experience on the Internet.

### **What information do we collect?**

Personal Information is any information about an identifiable person other than the name, title, business address or telephone number of an employee of an organization. It may also include information about your device that we collect using technology (Device Information). When you make a purchase or attempt to make a purchase through our Site, we will collect certain Personal Information provided by you including your name, billing address, shipping address, telephone number, email address, and payment information.

The Site will automatically collect some information about you using technology. For instance, when you come to our Site, your IP address is collected so that we know how many visits we have had by separate individuals. An IP address is often associated with the place from which you enter the internet like your internet service provider (ISP) or your firm or company. We will also collect information about the individual web pages or products you view on our Site, what websites or search terms refer you to our Site, and information about how you interact with our Site. We may also use features such as "cookies", "log files", "web beacons", "tags" and "pixels" through which we automatically collect certain information about your device. This information is referred to as Device Information. None of the Device Information collected is personally identifiable.

"Cookies" are data files that are sent to the browser on your device or computer by our Site and often include an anonymous unique identifier. For more information on cookies and how to disable them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

"Log files" track actions occurring on our Site, and collect data including your IP address, browser type, ISP, referring/exit pages, and date/time stamps.

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“Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse our Site.

### **Limiting collection of Personal Information**

We collect information from you only for the purposes identified in this Privacy Policy and we collect, use and disclose your Personal Information only in accordance with this Privacy Policy.

### **Why do we collect information from you?**

We use the Personal Information collected from you to fulfill any orders placed through our Site (including, processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use such information to communicate with you regarding your order, screen our orders for risk or fraud, and comply with applicable law.

We also use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with our Site, and to assess the success of our marketing and advertising campaigns).

We also use Device 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, please visit the Network Advertising Initiative (“NAI”) educational page at [www.networkadvertising.org/understanding-online-advertising/how-does-it-work](http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work). You can opt out of targeting advertising by visiting [www.google.com/settings/ads/anonymous](http://www.google.com/settings/ads/anonymous) and [www.optout.aboutads.info/](http://www.optout.aboutads.info/).

### **How do we share your Personal Information?**

We share your Personal Information and Device Information with third parties such as Shopify and Google Analytics to help us use your information as described above. To learn more about how Shopify uses your Personal Information, please visit [www.shopify.com/legal/privacy](http://www.shopify.com/legal/privacy). To learn more about how Google Analytics uses your Personal Information, please visit [www.google.com/intl/en/policies/privacy/](http://www.google.com/intl/en/policies/privacy/). You can also opt out of Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout>.



We may also share your Personal Information to comply with any legal actions like a court order, to enforce our Terms of Use, or to protect the safety and security of guests and our Site.

### **Storage and Retention of Personal Information**

Unless otherwise agreed, we will keep your Personal Information for so long as it is needed to fulfil the purpose for which it was collected. We may also keep some of your information as required to meet legal or regulatory requirements, resolve disputes, prevent fraud or abuse, or other permissible purposes. When we no longer have a need to keep your information, we will either delete it from our systems or anonymize it so that it no longer identifies you.

The information we collect from you may be transferred to, and stored at, a destination outside Canada, including the United States of America. It may also be processed by staff operating outside Canada who work for us or one of our suppliers. Such staff may be engaged in, amongst other things, hosting or maintaining our Site, processing your payment details, and the provision of support services. By submitting your Personal Information, you agree with this transfer, storage, or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

### **What type of security do we provide for payment information?**

The security of all Personal Information collected through our Site is of utmost importance to us. At present, when you pay for products on our Site, your payment will be processed by Shopify Inc. ("Shopify"). Our Site is hosted on Shopify's platform and, as such, your Personal Information is stored on Shopify's servers. When paying for our products, Shopify will collect payment information from you, such as your credit card number and expiration date and any other personal information necessary to process your payment. Please visit [www.shopify.ca/security/pci-compliant](http://www.shopify.ca/security/pci-compliant) for more information regarding security measures for purchases from our Site.

### **Your Rights**

With some exceptions, you have the right to access Personal Information we hold about you and to ask that your Personal Information be corrected, updated, or deleted. If you would like to exercise any of those rights, please contact us using the information below.

If you are a European resident, we note that we are processing your Personal Information in order to fulfill contracts we may have with you (for example, if you make



an order through our Site), or otherwise to pursue our legitimate business interests. Additionally, please note that your Personal Information will be transferred outside of Europe, including to Canada and the United States.

### **Links and Disclaimer of Linked Sites**

Please note that once you have clicked on a link on our Site, you may leave the Site to a site which is no longer under the control of Fluid, and to which our Privacy Policy no longer applies. You must read the privacy policy, if any, of each linked site to see how your personal information will be handled on their site.

### **Do Not Track**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

### **Do we collect Personal Information from children?**

Protecting the privacy of children is important to us. For that reason, we never knowingly solicit, collect, store or disclose information via our Site from children who are under 13 years of age. No part of our Site is structured to attract anyone under the age of 13. If you are a parent or guardian and believe that we have Personal Information about your child, please contact us by using the information below. To learn more about how to protect your child online, please visit [www.onguardonline.gov](http://www.onguardonline.gov).

### **Changes to our Privacy Policy**

Fluid may alter this Privacy Policy from time to time for in order to reflect changes to our practices or for other operational, legal, or regulatory reasons. Any such changes will be effective ten (10) days following the date on which this Privacy Policy is revised and posted on our Site. We encourage you to visit this page from time to time to view our most recent Privacy Policy.

### **Who do I contact with questions or concerns about this Privacy Policy?**

If you need further assistance, if you wish to access and correct any errors in your personally identifiable information or would like to limit our use or disclosure of your Personal Information, please contact us by email at [web@fluidenergygroup.com](mailto:web@fluidenergygroup.com) or by mail at:

Attention: Chad Leier, Chief Executive Officer  
Suite 1500, 140 – 10<sup>th</sup> Avenue S.E.  
Calgary, Alberta, Canada  
T2G 0R1

Please note that this Privacy Policy is with respect to the collection, use and disclosure of Personal Information through our Site only.

