



## Privacy & Security

Lu Parente - 2014-05-02 - 0 Comments - in Other Frequently Asked Questions

### Information Collection

Roadpost collects personally identifiable information when you become a registered user, by filling out an on-line registration form. It is necessary to become a registered user to order products and services from the on-line catalog, and to customize your web site visits.

Roadpost collects personally identifiable information such as:

- name
- email address
- company (if applicable)
- billing address
- shipping address
- phone and fax numbers
- airline mileage plan account information

If you are ordering on-line you will also be asked to provide credit card information.

It is not necessary to provide any personally identifiable information to access any part of our public web site, such as the on-line catalog.

Information Collection Roadpost contracts with third parties to provide us with data collection and reporting services regarding our customers' activities on our site and to track and measure performance of our marketing efforts. These third parties may use cookies and web beacons to receive anonymous information about your browsing and buying activity on this Web site. Roadpost and its third party services also automatically log your computer IP address. We do not connect your computer IP address to any personally identifiable information. None of your personally identifiable information (such as your name, address, email address, credit card number, etc.) will be received by or shared with these third parties.

Web beacons (aka clear gifs, action tags) are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. The main difference between the two is that Web beacons are invisible on the page and are much smaller, about the size of the period at the end of this sentence.

Roadpost may also collect optional demographic and profile data such as gender, salary, preferences, etc. on a permission basis through surveys and registrations.

Roadpost does not knowingly collect information from any children under age 13 and does not have information targeted for children under age 13.

#### Information Use

Personally identifiable information is collected and used by Roadpost for four general purposes:

- fulfillment of your order requests for products and services;
- customization of the content you see;
- if you choose to opt-in, to contact you about specials and new products;
- billing and order status purposes;
- fulfillment and maintenance of membership and service agreements.

Roadpost shares client testimonials on its website so potential customers get an idea of what it is like to do business with us. In some cases, personally identifiable information such as full name and hometown of the quoted individual appear publicly on the website. Roadpost gets expressed consent of each quoted individual to post their personally identifiable information on our website.

#### Information Sharing

Roadpost does not trade, sell or rent your personally identifiable information other than as outlined in this privacy policy. Roadpost shares your personally identifiable information in the following situations only:

- we have your consent to share the information;
- we need to provide the information to other companies to fulfill your request for a product or service, such as a shipping company, credit card processing company, or service partner. (Without your consent, these companies do not have the right to use the personally identifiable information we provide to them beyond what is necessary to assist us.);
- we are legally required to provide information in response to court orders, subpoenas or legal process;
- we find that your actions violate the usage guidelines outlined in the Roadpost Terms of Service.
- we feel that an emergency situation has arisen which requires us to release information before we can contact you for consent (such as a verified family emergency).

Roadpost may also supplement the information we collect with other information we collect from third-party sources.

#### Cookies and Session Variables

A cookie is a very small text file that is added to your hard disk from some web pages. Cookies are harmless, in that they cannot extract information from your hard disk, nor can they transmit viruses or otherwise corrupt your computer. You can prevent the receipt of cookies at any time by turning off the accept cookies option in your browser preference choices. Roadpost uses a combination of session variables that are stored on our server along with session cookies to customize the site according to your preferences. Some session variables, such as user id, are tied to your personally identifiable information to allow you to place orders and your profile information. Personally identifiable information is not stored in cookies.

Roadpost also uses cookies to reward business partners who direct users to the Roadpost web site from their own web site, this "SourceID" cookie does not contain any personally identifiable information. The "SourceID" cookie will expire automatically 12 months after you were referred by one of our business partners or you can remove it from your computer manually. You can also choose to visit the Roadpost website without cookies. This may prevent you from taking advantage of certain features of our site.

#### Links

The Roadpost web site contains links to other web sites. Roadpost is not responsible for the privacy practices of sites owned and operated by other companies. You should be aware when you leave our web site, and you should read the privacy policies of each web site that collects personally identifiable information. This privacy statement applies solely to information collected by Roadpost, and such information remains private and secure when you follow links to other web sites.

#### Information Choice /Unsubscribe

Roadpost may, from time to time, send you email or direct mail regarding our products and services. If you do not want to receive such information, simply tell us when you give us your personal information, or follow the directions contained on it to remove your name from our mailing list. If you ever have questions regarding an email you receive from Roadpost, or you want to be removed from a mailing list, please contact us at 1-905-272-5665 or [customercare@roadpost.com](mailto:customercare@roadpost.com).

#### Security

Your Roadpost account information is password protected for your privacy and security. The Roadpost web site uses industry standard Secure Sockets Layer (SSL) encryption to protect data transmissions. Only authorized employees have access to personally identifiable information and that access is limited by their need to know. For added security, you will be logged out automatically from your account on the Roadpost web site if your visit is inactive for a specific amount of time. When you are finished visiting the Roadpost web site, however, make sure you close your browser.

#### Information Corrections/Changes

When you login to the Roadpost web site, you have the option of viewing your profile, by clicking "My

Account". This contains most of the personally identifiable information we have on file for your account. You may also contact us directly by clicking the [Customer Care](#) link to send us an email, or at 1-905-272-5665, in order to access, correct or change any of your pieces of personally identifiable information.

#### Information Deactivation

If at any time you would like the personally identifiable information that we have for you on file to be deactivated in our records please contact [Customer Care](#). If you request to have your personally identifiable information deactivated, you will be functionally deleted from our system. Roadpost will not sell, transfer, or use personally identifiable information relating to you in any way. Due to system back-ups and deletions records, some residual information may remain on our system, under the same security protocols.

#### Changes to this Privacy Policy

Roadpost may edit this Privacy Policy at any time. If there are material changes made to the policy, Roadpost will post announcements prominently to alert you of the changes. If there are any changes to the way in which we use personally identifiable information, you will be notified by email, and will have the choice as to whether or not we use your information in this new manner.

#### Questions or Suggestions

If you have any questions or suggestions about this privacy policy, please contact Roadpost Customer Care at 1-905-272-5665 or email [privacy@roadpost.com](mailto:privacy@roadpost.com) or via postal mail:

Roadpost  
7A Taymall Avenue  
Toronto, ON  
M8Z 3Y8 CANADA