

STORE

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North Bay, Ontario P1B 8G5
Phone: 705-472-4020

HEAD OFFICE

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Sudbury, Ontario P3E 5P3
Phone: 705-674-4291

Privacy Policy

This privacy policy (“Policy”) describes Northern Brick (“Northern Brick”, “we”, “us” or “our”) collects, protects, and uses the personally identifiable information (“Personal Information”) you (“User”, “you” or “your”) may provide on the www.northernbrick.com website and any of its products or services (collectively, “Website” or “Services”). It also describes the choices available to you regarding our use of your Personal Information and how you can access and update this information.

WHO WE ARE

Northern Brick operates www.northernbrick.com (the “site”). This page informs you of our policies regarding the collection, use, and disclosure of Personal Information we receive from users of the site. By using the Site, you agree to the collection and use of information in accordance with this policy.

Information Collected

When you visit the site, the company automatically collects certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the site, we collect information about the individual web pages that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <https://www.getcybersafe.gc.ca/en/blogs/what-know-about-internet-cookies>
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

How Do We Use Your Personal Information?

Northern Brick uses the Device Information collected to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our website (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Sharing your personal information

Your Personal Information is collected and shared with us by third parties as described above. For example, Google Analytics collects and shares information as part of their data collection process - you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, a search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Behavioural Advertising

As described above, we use your Personal 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, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Links

When you click on the links on our website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

SECURITY

The security of your personal information is important to us and we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. Northern Brick ensures all personal information is kept and stored for legal, administrative and security purposes and will remain confidential. Northern Brick shall not be held liable for any loss of data resulting from incidents beyond its control.

Data Retention

When you submit personal information through a form on our website, we will maintain your information for our records unless and until you ask us to delete this information.

Limitation of Use

Any individual from whom information is collected may request that such information be modified or removed. This request may be made at any time. Please refer to the contact information provided at the end of this document to make a request or inquiry.

Acceptance of Privacy Policy

By using our website, you certify that you have read and understood this Privacy Policy and accept its conditions.

Changes To This Policy

Northern Brick reserves the right to modify this Privacy Policy at any time. Notification is not required to the user. It is your responsibility to check for updates to this policy upon accessing our website.

CONTACT US

If you have any questions about this policy, please contact us by emailing info@northernbrick.com.

REVISION HISTORY

REV NO.	APPROVAL DATE (YYYY-MM-DD)	AUTHOR	APPROVER
00	2020-09-01	S. Little	C.Heystee
01	2024-05-01	S. Snow/N. Parent	M. Gran M. Croskery