

SwizzleSticks SalonSpa Privacy Policy (07.2010)

Preface

The protection and privacy of your personal information has always been a priority at SwizzleSticks SalonSpa. We are committed to collecting, using and disclosing personal information responsibly and only to the extent necessary with respect to the goods and services we provide to you at your request.

SwizzleSticks manages the collection, use and disclosure of personal information in accordance with Alberta's Personal Information Protection Act ("PIPA") and all applicable privacy laws.

Consent

You may visit our website www.swizzlesticks.com or our Facility at 1211 Kensington Rd. NW, Calgary AB, at anytime without revealing who you are or providing any personal information (with the exception of the Health History Disclosure Form required prior to any Spa treatment, service or visit). However, when you supply or submit any personal information through our website or during an in-person visit, you are consenting to its use by Swizzlesticks Enterprises Ltd, O/A SwizzleSticks SalonSpa for the purposes of and as governed by this Privacy Policy. **Access to personal information is limited to our employees, contractors and agents with a need to access such information for the purposes set forth in this Privacy Policy.**

Personal Information

Personal information includes information that relates to your personal characteristics including, but not limited to, gender, age, birth date, income, home address or phone number, email address, service/product use, history, purchase history and information contained within the Health History Disclosure document.

Information collected may be used for the purposes of delivering emails containing promotional material, surveys, announcements or other communication items. As well, this information may be used in aggregate form for internal business purposes – data analytics, developing marketing strategies and tracking website statistics (through the use of: cookies, IP Addresses, Pixel Tags and such like tracking technology).

During the usual course of the life of any business, we might sell some or all of our corporate assets. In such transactions user information, including personal information, generally is one of the transferred business assets and by submitting your personal information to Swizzlesticks SalonSpa you agree that your data may be transferred to such parties in these circumstances.

We do not partner with, nor will we form special relationships with any ad server companies. We may be required to disclose any information, including personally identifiable information we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request. We may also exchange information, including personal information, with other companies and organizations for credit fraud protection and risk reduction. We may retain other companies and individuals to perform functions consistent with our Privacy Policy on our behalf. Examples include customer support specialists, web



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hosting companies, fulfillment companies (e.g., companies that fill product orders or coordinate mailings), data analysis firms and email service providers. Such third parties may be provided with access to personal information needed to perform their functions but may not use such information for any other purpose. If you choose to participate in any promotions, contests, surveys, questionnaires or other promotional events on the SwizzleSticks website or by personal participation in-house, the rules or terms and conditions for those events may indicate that your personal information will be shared with third parties. By voluntarily choosing to submit your personal information with respect to such events, you consent to the disclosure of your personal information to such third parties. Swizzlesticks Enterprises Ltd. is not responsible for and disclaims all liability for any use of the information you choose to provide to such third parties.

Business Information

Business information (e.g. an individual's or Vendor's business address and telephone number) is not protected by privacy legislation or covered by this policy.

Our Website

If you have elected to provide us with your contact information, (examples; by registering at our website, in-person registration at our facility, emailing our Customer Service department or placing an order) we may provide you with service related announcements concerning our website or contact you regarding your customer service requests or your order. We may also contact you to respond to product questions or any concerns that you may express.

Our website may contain links to or from other websites. We are not responsible for privacy practices of other websites that have links on or to the SwizzleSticks website(s) **This Privacy Policy applies only to the information we collect on our website(s) or in our facility.** We strongly encourage you to read the privacy policies of other websites you link to from our website(s).

SwizzleSticks SalonSpa may make changes or updates to our website and other pertinent information including product/service descriptions and pricing and reserves the right to correct errors, inaccuracies, omissions and generally make changes at any time without prior notification. **Please visit our website regularly to review the current version of this privacy policy.** Should you determine at anytime that you no longer agree to the privacy policy you may make a request for the removal of personal information (see Opt-out below) associated with your Swizzlesticks Enterprises Ltd. user profile.

Opt-Out

Regardless of any personal information supplied to us, you have the right to opt out of receiving any future communications from us. All marketing initiatives sent electronically will always have an "unsubscribe" link within the body of the document. You may also have your name removed from our mailing list or have your Swizzlesticks Enterprises Ltd. user profile deleted by sending a specific written request to our Privacy Officer. Swizzlesticks Enterprises Ltd. user profiles that have not been accessed or otherwise updated for a period of three or more years may be deleted by SwizzleSticks without notice.



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Health History Declaration Forms (HHDF), intake forms, written registration forms and any other forms that may contain personally recognizable information will be kept on file at our Facility or our Corporate Office for a period of not less than seven years. Aged forms may be destroyed after this period by a commercially recognized shredding process with the remnants being delivered to a commercially recognized recycling vendor for final destruction.

By completing the SwizzleSticks SalonSpa's Health History Declaration Form, you are giving SwizzleSticks your express consent to use the information you provide in this form to determine if your personal health situation and condition contraindicates the safe delivery of the specific treatments requested. You may withdraw your consent to use this information at any time with the understanding that SwizzleSticks SalonSpa may have to refuse treatment or deny future treatments to you. To offer such treatments without accurate, up to date health information may present a potential health hazard or safety risk to you, our Service Providers or other Guests.

Accessibility

We believe you have a right to access your personal information at any time. To do so please contact our Spa Team Leader or our Privacy Officer at our Corporate Offices during normal business hours. Furthermore, upon request, you may have factual inaccuracies in your provided information corrected or modified.

Security

Swizzlesticks Enterprises Ltd. provides a variety of security measures to ensure the highest standard of security for your personal information both online and on premises, such as: premises security, restricted file access to personal information and technological safeguards such as security software and firewalls to prevent 'hacking' or unauthorized computer access.

Accountability

Swizzlesticks SalonSpa will make available to our Guests a Privacy Officer who is responsible for ensuring compliance with PIPA requirements and all applicable privacy laws. Please direct any questions you might have about this policy or our general compliance with PIPA and applicable privacy laws in writing to our Privacy Officer at:

#301 1211 Kensington Rd. NW, Calgary, AB, T2N-3P6