

Privacy Policy for Purely Solutions

Effective Date: October 6, 2025

Last Updated: October 6, 2025

1. Introduction

Welcome to Purely Solutions ("we," "us," "our"). We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://www.purelysolutions.ca/>, use our services, or interact with us in any other way (collectively, the "Services").

Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site or use our Services.

2. Information We Collect

We may collect information about you in a variety of ways. The information we may collect includes:

a) Personal Data You Provide to Us We collect personal information that you voluntarily provide to us when you:

- Create an account.
- Purchase our products or services.
- Contact us with inquiries or for customer support.
- Subscribe to our newsletters or marketing materials.
- Participate in a survey or promotion.
- Request water reports or interact with our web and mobile application.

The types of personal information may include:

- **Contact Information:** Your full name, email address, postal address, and phone number.
- **Account Information:** Your username, password, and other registration details.
- **Usage and Household Profile Data:** Information you provide about your water consumption habits, household size, and related drinking water preferences. This data is used to customize your experience and improve the accuracy of our software's predictive algorithms for tracking filter life.
- **Financial Information:** Payment card details (which are collected and processed by our third-party payment processor, [e.g., Stripe, PayPal, etc.]). We do not store this information on our servers).
- **Communications:** Any feedback, questions, or correspondence you send to us.

b) Information We Collect Automatically When you use our Services, we may automatically collect certain information about your device and usage, including:

- **Log and Usage Data:** Information such as your IP address, browser type, operating system, pages visited, time spent on pages, and the dates and times of your access.
- **Device Data:** Information about the computer or mobile device you use to access our Services, including the hardware model, operating system and version, and unique device identifiers.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar tracking technologies to collect information about your browsing activities. You can control the use of cookies at the individual browser level.

3. How We Use Your Information

We use the information we collect for various purposes, including to:

- Provide, operate, and maintain our Services.
- Process your transactions and manage your orders.
- Improve, personalize, and expand our Services.
- Communicate with you, including responding to your comments, questions, and requests for customer support.
- Send you technical notices, updates, security alerts, and administrative messages.
- Send you marketing and promotional communications, in accordance with your preferences.
- Monitor and analyze trends, usage, and activities in connection with our Services.
- Detect, investigate, and prevent fraudulent transactions and other illegal activities and protect the rights and property of Purely Solutions and others.
- Comply with our legal and regulatory obligations.

4. How We Share Your Information

We are committed to maintaining your trust. Our data sharing policies are as follows:

- **Customer data is not shared with third parties for promotional or marketing purposes.**
- **Mobile opt-in data and consent are never shared with third parties for any reason.** Any information sharing that may be mentioned elsewhere in this policy explicitly excludes mobile opt-in data.

We may share your information only in the following limited situations:

- **With Service Providers:** We may share your information with third-party vendors, consultants, and other service providers who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, and customer service.

- **For Business Transfers:** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **To Comply with Laws:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process.
- **With Your Consent:** We may disclose your personal information for any other purpose with your consent.

5. Your Data Protection Rights

Depending on your location, you may have the following rights regarding your personal information:

- **The right to access:** You have the right to request copies of your personal data.
- **The right to rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **The right to erasure (Right to be forgotten):** You have the right to request that we erase your personal data, under certain conditions.
- **The right to restrict processing:** You have the right to request that we restrict the processing of your personal data, under certain conditions.
- **The right to data portability:** You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.
- **The right to opt-out:** You have the right to opt-out of marketing communications at any time by clicking the "unsubscribe" link in our emails or by contacting us directly.

To exercise any of these rights, please contact us at info@purelysolutions.ca.

6. SMS/Text Messaging Terms and Conditions

- By providing your phone number and agreeing to receive texts, you consent to receive text messages from Purely Solutions Inc., from [5144422428](tel:5144422428) regarding account notifications, customer care, and delivery notifications. Consent is not a condition of purchase. Message frequency varies. Message & data rates may apply. You can reply **STOP** to unsubscribe at any time or **HELP** for assistance. You can also contact us at [514-442-2428](tel:514-442-2428) or info@purelysolutions.ca.

7. Data Security

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

8. Data Retention

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

9. International Data Transfers

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. Our primary operations are in Laval, Quebec, Canada. If you are located outside of Canada and choose to provide information to us, please note that we transfer the data to Canada for processing.

10. Children's Privacy

Our Services are not intended for use by children under the age of 13 (or 16 in certain jurisdictions). We do not knowingly collect personally identifiable information from children under this age. If you become aware that a child has provided us with personal information, please contact us immediately.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. You are advised to review this Privacy Policy periodically for any changes.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Purely Solutions Attn: Privacy Officer 4340 Boulevard Notre-Dame Laval, Quebec, Canada H7W 1T5

Email / Privacy-Related Inquiries: info@purelysolutions.ca