



Yardly Inc. – Privacy Policy (Alberta & Ontario Compliant)

Effective Date: April 1, 2025

This Privacy Policy explains how Yardly Inc. ("Yardly", "we", "us", or "our") collects, uses, discloses, and safeguards personal information through our website (www.yardly.ca), mobile application, and services (collectively, the "Services"). This Policy applies to all users in Canada, including residents of Alberta and Ontario, and complies with the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and, where applicable, Alberta's **Personal Information Protection Act (PIPA)**.

1. Consent

By accessing or using our Services, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy. You may withdraw your consent at any time, but doing so may affect our ability to provide Services.

2. Information We Collect

a) Personal Information We may collect the following personal information:

- Name, address, email address, phone number
- Payment information (via Stripe – not stored by Yardly)
- Service history, preferences, and account activity
- Business details (for independent contractors only)

b) Non-Personal Information We may collect:

- Browser and device information
 - IP address
 - Location data (generalized)
 - Aggregate or anonymized usage data (e.g., quote views, time on site)
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3. How We Use Your Information

We use your information to:

- Provide and manage our services (e.g., bookings, payments, notifications)
 - Communicate service updates and support
 - Improve the Site and Services
 - Comply with legal and regulatory requirements
 - Manage service provider relationships (for independent contractors)
 - Send optional marketing communications (with opt-out available)
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4. Information Sharing

We do **not sell** personal information. We may share information:

- With independent contractors to fulfill your service requests
- With service providers (e.g., Stripe, hosting, analytics)
- As required by law, court order, or legal process
- In corporate transactions (e.g., merger, sale, or acquisition)

All third parties are bound by confidentiality and security obligations.

5. Cross-Border Transfers

Some of our service providers (e.g., Stripe, analytics tools) may process your data outside of Canada. Your data may be subject to foreign laws and accessible by government authorities under lawful request. We ensure appropriate safeguards are in place for such transfers.

6. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Analyze site traffic and user activity
- Save user preferences
- Improve functionality and service personalization

You may disable cookies through your browser settings, but some site features may not function properly.

Last updated: April 1, 2025

7. Security

We use physical, technical, and administrative safeguards to protect personal information. This includes:

- SSL encryption for data transmission
- Access controls and secure storage However, no system is 100% secure. Users are responsible for protecting login credentials.

8. Access, Correction & Data Rights

You have the right to access and correct your personal information. To make a request, contact us at hello@yardly.ca. We may require identity verification. We will respond within 30 days and explain any limited circumstances in which access may be denied.

9. Retention

We retain personal information only as long as necessary to provide the Services and fulfill legal obligations. Data may be retained for billing, audit, or dispute resolution purposes as required by law.

10. Children's Privacy

Our Services are not directed to individuals under 18. We do not knowingly collect personal information from children.

11. Marketing & Communication Preferences

If you opt-in to receive marketing communications (e.g., newsletters, promotions), you may unsubscribe at any time using the link in the message or by contacting us. Transactional communications will still be sent (e.g., service reminders).

12. Updates to This Policy

We may update this Privacy Policy periodically. We will notify users of material changes by posting a notice on our website or emailing registered users. Your continued use of the Services after changes are posted signifies acceptance of the revised policy.

13. Contact Us

If you have questions or complaints about this Policy or our privacy practices, please contact:

Yardly Inc.

Email: hello@yardly.ca

Phone: 1-855-688-8277

Website: www.yardly.ca

You may also contact the **Office of the Privacy Commissioner of Canada** or your provincial privacy regulator (e.g., Alberta's Office of the Information and Privacy Commissioner).
