

PRIVACY POLICY

Effective Date: 09 November 2024

The website <https://www.lhifrgolf.ca/> (the “**Site**”), is operated by LHIFT GOLF, a partnership (also referred to as “**LHift**”, “**us**”, or “**we**”). We respect your right to control your personal information. That is why we have developed this privacy policy (the “**Privacy Policy**”) which describes:

- the types of personal information we collect about you;
- the purposes for which we collect that information;
- how we use that information;
- with whom we share that information;
- how we safeguard that information;
- the choices available to you regarding how we use your personal information; and
- how you can contact us about our privacy practices.

This page contains the Privacy Policy for the Site, as well as for any other websites or microsites operated or owned by LHift (collectively and together with the Site, the “**Sites**”), and for any web applications, mobile applications, tools, forums, or social media pages operated or owned by LHift, and for any online services offered by LHift, including but not limited to online retail services (together with the Sites, the “**Service**”).

The Site’s Terms of Use, available at https://www.lhifrgolf.ca/files/ugd/4c9625_31c74ca0fcc74896a31f183b053c87ca.pdf, are hereby incorporated by reference into this Privacy Policy.

By accessing or using the Service, you consent to the collection, use and disclosure of personal information by LHift in accordance with this Privacy Policy. You may choose to not provide us with personal information. You also have the right to withdraw consent at any time, subject to legal or contractual restrictions and reasonable notice. However, if you choose not to provide your consent or to withdraw your consent, we may not be able to provide you parts or all of the Service.

We recommend that you read this Privacy Policy in its entirety to ensure that you are fully informed. However, you can access specific sections of this Privacy Policy based on the type of information you are looking for by clicking on the links below.

1. What are the key defined terms used throughout this Privacy Policy?
2. What personal information do we collect?
3. What is the purpose of the collection and use of your personal information?
4. To whom do we disclose your personal information?
5. How do we obtain your consent? How do you withdraw your consent to the collection, use or disclosure of your personal information? Are any circumstances where your consent is not obtained?

6. What if there is a change in the initial purpose for the collection of your personal information?
7. Do we knowingly collect personal information about children?
8. How do we safeguard your personal information?
9. Do we transfer your personal information to third parties for storage or processing?
10. How long do we retain your personal information?
11. Do we collect, use, and disclose non-personal information about you?
12. How do we ensure the accuracy of your personal information?
13. How can you access your personal information?
14. What types of “cookies” and/or other technologies do we use and how can you change your “cookie” settings?
15. Do we have links to other websites on the Service? If so, which privacy policy governs?
16. Do we use third party advertising partners? If so, how can you opt out of targeted advertising?
17. What type of analytics services do we use and for what purpose? How can you disable analytics?
18. Who do you contact if you have an inquiry, complaint, or want to request a review of your personal information?
19. How do we handle complaints?
20. How can you unsubscribe from our commercial electronic messages such as messages regarding new products or services?
21. If changes are made to this Privacy Policy, will you be notified? If so, how will you be notified?

1. Definitions

For the purposes of this Privacy Policy, the following words have the following meanings:

“collection” means the act of gathering, acquiring, recording or obtaining personal information from any source, including third parties, by any means.

“consent” means informed, unambiguous, freely-given, specific, and voluntary agreement with the collection, use and disclosure of personal information for defined purposes. Consent can be either express or implied and can be provided directly by the individual or by an authorized representative, such as a parent or guardian. Express consent is permission that is granted by an individual taking a positive step to signify consent and may be given orally, electronically or in writing. Implied consent is the assumption of consent that can reasonably be inferred from a user's action or inaction.

“disclosure” means making personal information available to a third party.

“employee” means an employee of LHift, and for the purpose of this Privacy Policy only, includes agents, independent and other contractors performing services for LHift.

“non-personal information” means information that does not identify a specific individual and which we are unable to connect to other information in order to identify a specific individual.

“Organization” means a company, entity or organization, including any business, but does not include an individual.

“personal information” means information about an identifiable individual, but not aggregated information that cannot be associated with a specific individual.

“third party” means an individual other than the user, or the user's agent, or an organization other than LHift or an Organization, other than the user.

“use” means the treatment, handling and management of personal information by and within LHift.

“user” means an individual who visits the Sites and/or accesses the Service and/or uses the Service, as well as an Organization which visits the Sites and/or accesses the Services and/or uses the Service.

2. Personal Information We Collect

When you interact with us through the Service, we may collect or receive the following types of information.

Personal Information You Provide to Us

We may collect any personal information that you provide to us. You may provide us with your personal information in different ways. For example, and without limitation, we may collect any or all the following personal information:

- (a) information that you provide when you complete forms on the Service or purchase products from us, which may include but is not limited to your name, company name, email address, shipping address, billing address, payment method, telephone number, and any additional information you include as a note;

- (b) your opinion, if you submit a customer review;
- (c) your email address if you subscribe to our newsletter;
- (d) your correspondence with LHift employees or independent contractors, including any questions, concerns or comments you may have about the Service or problems that you report;
- (e) comments, videos, photographs, and any other content or information that you may submit to the Service; and/or
- (f) details of your requests made through the Service.

Although LHift collects information about which payment method you have chosen, we direct all purchases to third parties such as Wix Payment, Apple Pay and Google Pay for processing. LHift does not collect information related to method of payment such as credit card number. You will be bound by the privacy policies of these third-party sites.

Information We Collect Automatically

When you visit the Service, we may collect, using automatic means, certain information. This information may include:

- (a) the IP address of your computer and which browser you used to view our Service;
- (b) operating system;
- (c) resolution of screen;
- (d) location;
- (e) language settings in browsers; and/or
- (f) the site you came from and searched for keywords if arriving from a search engine.

3. Purpose of Collection and Use of Personal Information

LHift collects your personal information and may use your personal information for the following purposes:

- (a) to provide web applications, the Service, and/or the other services or information that you request;
- (b) to process orders you make on the Service, including making any products you have purchased available for pick up by you or delivering them to the shipping address you provide to us;

- (c) to verify your identity;
- (d) to display customer reviews on the Service;
- (e) to respond to questions, comments, requests, job applications, or complaints that you submit to LHift;
- (f) to collect amounts owing from you to LHift, if applicable;
- (g) to track communications with you;
- (h) to analyze use of the Service and to improve the Service;
- (i) to send emails, newsletters, regular mail or other communications;
- (j) to provide Service-related announcements or notifications to you;
- (k) to aggregate your personal information;
- (l) to display advertising on the Service or to manage and serve our advertising on other sites. See Section 16 on targeted advertising and how you may opt out;
- (m) to detect, investigate or prevent activity that may be illegal, violate our policies, cause harm to our operations or compromise our security;
- (n) to train our staff;
- (o) with your consent or at your direction;
- (p) to protect our rights and property and the rights and properties of others;
- (q) to maintain appropriate records for internal administrative purposes;
- (r) to fulfill a purpose that we disclose to you when we request your personal information;
- (s) for purposes that a reasonable person would consider appropriate under the circumstances;
- (t) to meet legal and regulatory requirements; and/or
- (u) for any other purpose with your consent.

4. Disclosure of Personal Information

LHift may disclose your personal information:

- (a) to its employees, independent contractors, agents, partners, and service providers as is reasonably necessary to enable these parties to perform a business, professional or technical support function for LHift;
- (b) in response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, rule, regulation or legal process;
- (c) as determined necessary to protect the rights, safety, or property of any person or as otherwise appropriate when we believe your conduct on the Service is inappropriate, is detrimental to us, or is inconsistent with generally accepted norms of behavior;
- (d) to enforce any agreement we may have with you;
- (e) between and among us and any current or future parent, subsidiary and/or affiliated company;
- (f) to fulfill the purpose for which you provided such information;
- (g) for any other purpose disclosed by us when such information was collected;
- (h) with your consent or at your direction;
- (i) as otherwise would, under the circumstances, be reasonably expected by a consumer;
- (j) to a person who, in the reasonable judgment of LHift, is seeking the information as your agent; and
- (k) to a third party or parties (including by posting customer reviews on the Service), where you consent to such disclosure, or the disclosure is permitted or required by law.

Corporate Reorganization and Business Transfers

LHift may also disclose your personal information in connection with a corporate re-organization, a merger or amalgamation with another entity, a sale of all or a substantial portion of our assets or stock, including any due diligence exercise carried out in relation to same, or any financing, investment, support, or funding transaction.

5. Consent

There are some limited circumstances where consent is not required for the collection, use and disclosure of your personal information. For example, we may disclose personal information without your knowledge or consent for the purpose of collecting a debt you owe to us. We will only process your personal information without your knowledge or consent where this is permitted or required by law.

You may withdraw your consent to the collection, use or disclosure of your personal information by LHift at any time, subject to legal or contractual restrictions and reasonable notice. In certain circumstances, your withdrawal of consent may result in the inability of LHift to continue providing aspects or optimization of the Service to you. Please contact LHift for more information regarding the implications of withdrawing consent.

6. Change of Purpose

LHift will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another purpose and that purpose is compatible with the original purpose or as otherwise permitted under applicable law.

Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

7. Children

The Service is intended for general audiences and is not directed at any one under the age of majority in their respective jurisdiction unless they are an emancipated minor or otherwise capable of providing consent. We do not knowingly collect personal information from such individuals, or from any other individual incapable of providing consent on their own behalf, without the consent of that individual's parent, legal guardian, attorney under a valid power of attorney, or other person capable of consenting on behalf of the individual. In the event that we learn that we have collected personal information from such an individual without appropriate consent, we will take the necessary steps to delete that personal information. If you become aware or believe that such an individual has provided us with personal information, please contact us as provided in Section 18.

8. Safeguarding Your Personal Information

LHift is committed to safeguarding your personal information. LHift uses appropriate security measures to protect personal information against risks such as loss or theft, unauthorized access, disclosure, copying, misuse, modification or destruction, and any other unlawful form of processing of the personal information in our possession regardless of the format in which it is held. The methods of protection and safeguards used by LHift include, but are not limited to:

- **Administrative safeguards** such as a privacy policy, privacy and data protection training for LHift employees, independent contractors, and agents;
- **Technical safeguards** such as technological measures, including the use of passwords, encryption, firewalls, and secure coding frameworks;
- **Physical safeguards** such as locked filing cabinets, and need-to-know access for LHift employees, independent contractors, agents, partners, and service providers.

While LHift is committed to safeguarding your personal information, we cannot ensure or warrant the security of any personal information we collect either directly or automatically from you, and you provide your personal information at your own risk.

LHift can not guarantee that such personal information may not be accessed, disclosed, altered, or destroyed by breach of any of our security safeguards. To the degree that personal information is of a sensitive nature, in the event of a breach, there may be a risk of significant harm to you which includes bodily harm, humiliation, damage to reputation or relationships, loss of employment, business or professional opportunities, financial loss, identity theft, negative effects on the credit record and damage to or loss of property.

LHift also cannot guarantee that information sent or received over the Internet is secure and does not make any representation or warranty concerning the security of personal information communicated to or from LHift via the Internet or regarding the interception by third parties.

9. Cross Border Transfer of Personal Information

Subject to any contractual restrictions as between LHift and an Organization, your personal information may be stored and processed in any provinces and in any country (e.g. Canada, United States) where we engage third party service providers. While such information is outside of your country of residence, it is subject to the law of the country in which it is held, and may be subject to disclosure to the governments, courts, law enforcement agencies or regulatory agencies of such other country, pursuant to the laws of such country. Certain destination countries may not have the same level of protection for personal information as your jurisdiction. It is possible that foreign law enforcement and other authorities may be able to access your personal information following an international transfer of your personal information. For example, personal information stored in the United States is subject to the USA PATRIOT ACT. However, our practices will always continue to be governed by this Privacy Policy.

LHift has measures in place to ensure that during cross-border transfers of your personal information the personal information is subject to appropriate safeguards in accordance with data protection laws. These measures typically include contractual safeguards stipulating the confidentiality of the information and the purposes for which it is to be used.

Where and when appropriate, we will transmit amended personal information to third parties having access to the personal information in question.

10. Retention of Personal Information

LHift will keep personal information only for as long as reasonably necessary to fulfil the relevant purposes set out in this Privacy Policy and to comply with our legal and regulatory obligations. To determine the appropriate retention period for your information, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of your information, the purposes for which we process your information and whether we can achieve those purposes through other means, and the applicable legal requirements.

11. Non-Personal Information

LHift may collect, use, and disclose non-personal information, including aggregated data resulting from the combination and/or aggregation of certain raw data collected from you with other data in a way that no longer personally identifies you. We make no attempt to link this non-personal information with the identity of individuals. We may permanently archive non-personal information

for future use in any manner whatsoever. Non-personal information, including aggregated data, is not personal information, and is not subject to this Privacy Policy.

12. Accuracy of Personal Information

LHift is committed to keeping your personal information as complete, up-to-date, and accurate as is necessary for the purposes for which it is to be used. To the extent required under applicable law, LHift will promptly correct or complete any personal information found to be inaccurate or incomplete. Where appropriate, LHift will transmit amended information to third parties having access to the personal information in question.

13. Access to Personal Information

Upon request and to the extent required under applicable law, LHift will provide you with a reasonable opportunity to review the accuracy of your personal information. Such personal information will be provided within a reasonable time of the request and at a minimal or no cost to you.

Also upon request and to the extent required under applicable law, LHift will provide an account of the use and disclosure of your personal information and, where reasonably possible, will state the source of the information. In providing an account of disclosure, LHift will provide a list of organizations to which it may have disclosed personal information about you when it is not possible to provide an actual list.

In certain circumstances, LHift may not be able to provide access to all the personal information we hold about you. In such a case, we will provide the reasons for denying access upon request. Such reasons may include:

- (a) if doing so would likely reveal personal information about another individual that cannot be severed, or the information could reasonably be expected to threaten the life or security of another individual;
- (b) if doing so would reveal any of our confidential information;
- (c) if the information is protected by solicitor-client privilege;
- (d) if the information was generated during a formal dispute resolution process; or
- (e) if the information was collected in relation to the investigation of a breach of an agreement or a contravention of a federal or provincial law, or that of a foreign jurisdiction.

Individuals can obtain information or seek access to their personal information by contacting our Privacy Officer pursuant to Section 18 of this Privacy Policy during regular business hours.

14. Cookies and Similar Technologies

The Service uses “cookies”, which are small text files placed on your computer or other device when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information.

There are three main types of cookies:

- (a) **Session Cookies** are specific to a particular visit and limited to sending session identifiers (random numbers generated by the server) so you do not have to re-enter information when you navigate to a new page or check out. Session cookies are not permanently stored on your device and are deleted when the browser closes;
- (b) **Persistent Cookies** record information about your preferences and are stored in your browser cache or mobile device and remain on your device between browsing sessions. For example, a persistent cookie may be used on a website to remember your log-in details so you will not need to enter those details each time you visit that website; and
- (c) **Third Party Cookies** placed by someone other than us which may gather data across multiple websites or sessions.

We may use the below listed cookies to perform the following functions:

- (a) **Strictly Necessary / Technical Cookies** that are essential to enable you to move around a website and use its features. You cannot withdraw your consent to the use of these types of cookies because without them, the Service cannot be provided.
- (b) **Analytical / Performance Cookies** that collect information in aggregated form about how users interact with the Service so that we may improve functionality. These cookies are sometimes placed by third party providers which enable features or functionality provided by third parties in connection with the Service. For example, advertising, interactive content, and analytics (see Section 17). The parties that set these third-party cookies can recognize your device both when it visits the website in question and when it visits certain other websites.
- (c) **Functional Cookies** that allow a website to remember choices you make, recognize you when you return and to personalize content.
- (d) **Targeting / Advertising Cookies** that track browser habits and used to deliver targeted (interest-based) advertising based on your browsing activities and interests. See Section 16 on how you may opt out of targeting advertising.

You acknowledge that where we allow third parties to drop cookies, we have no control over those cookies or the data generated. Please refer to the third party's privacy policy for information on what information they collect and how they use it. These cookies are likely to be analytical/performance cookies or targeting cookies.

Other Technologies

We may use other technologies similar to cookies like web beacons, which are sometimes called “tracking pixels” or “clear gifs”. These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited the Service or opened an email that we have sent them. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

Right to Refuse the Use of Information Collection Technologies

If we collect personal information using cookies or similar technologies, we will obtain your consent through an opt-out mechanism. You have the right to object to the use of information collection technologies such as cookies. Regular cookies may generally be disabled or removed by tools that are available as part of most commercial browsers, and in some but not all instances can be blocked in the future by selecting certain settings. Each browser you use will need to be set separately and different browsers offer different functionality and options in this regard.

Please be aware that if you disable or remove these technologies you may find that certain functions and features will not work as intended on the Service. Your ability to limit cookies is subject to your browser settings and limitations.

15. Links to Other Websites

The Service may contain links to other sites, such as Facebook, Instagram, YouTube, Twitter, and LinkedIn. This Privacy Policy only applies to personal information that we collect, use and disclose. We are not responsible or liable for the privacy practices of third parties, and we strongly recommend that you review their privacy policies before you disclose personal information to them.

16. Targeted Advertising and How You May Opt Out

We may use third party advertising partners such as advertising networks, exchanges, and social media platforms to display advertising on the Service or to manage and serve our advertising on other sites. You have a variety of options to opt out of interest-based advertising ranging from browser controls, add on utilities such as ad blockers, and other opt out tools. Opt out tools may include organizations such as:

- Network Advertising Initiative: <https://optout.networkadvertising.org/?c=1;>
- Digital Advertising Alliance (“DAA”) of Canada: [https://youradchoices.ca/;](https://youradchoices.ca/)
- DAA YourAdChoices: <https://youradchoices.ca/en/tools>.

17. Analytics

We may use analytics programs from time to time to process non-personal information about you. Analytics programs use “cookies”, which are text files placed on your computer, to help the website analyze how users use the Service.

Non-personal information may be permanently archived for future use in any manner whatsoever by LHift.

18. Contact Us

To submit an inquiry, complaint, request a review of your personal information, correct or update your personal information, withdraw your consent or request more information or additional copies of this Privacy Policy contact:

LHift Privacy Officer. Kari Hemminger

Mailing Address: 4941 Rebeck Road, Narol, Manitoba, R1C0C9, Canada

Telephone No.: +1 204 791 8818

E-mail: support@lhiftgolf.ca

19. Complaints

LHift will promptly investigate all complaints concerning our compliance with this Privacy Policy and our dealings with your personal information. If a complaint is found to be justified, LHift will take appropriate measures to resolve the complaint, including, if necessary, amending our policies and procedures. You will be informed of the outcome of the investigation regarding your complaint.

20. Unsubscribe from Commercial Electronic Messages

We may send you commercial electronic messages (such as marketing or promotional messages) if you have:

- provided us with your express consent to receive these messages;
- recently purchased or leased a product or service from us;
- entered into a contract with us or some other form of business relationship with us;
- requested information from us; or
- applicable law otherwise permits us to send commercial electronic messages to you.

If you no longer wish to receive commercial electronic messages from LHift regarding our new products or services, promotions, or other similar communications, you may unsubscribe using the link provided in any message we have sent you, or by contacting us using the information provided in Section 18. Please note that, after you unsubscribe, LHift may still send electronic communications to you in certain limited circumstances, such as to provide you with Service notifications and billing information, or to provide information that LHift is legally obligated to provide you.

21. Privacy Policy Changes

We may modify this Privacy Policy at any time, in our sole and exclusive discretion.

You acknowledge that your continued use of the Service after we modify this Privacy Policy, publish or send a notice about our changes to this Privacy Policy means that you have consented to the collection, use and sharing of your personal data as set forth in the updated Privacy Policy.

If you object to any changes to this Privacy Policy you may close your account or notify us of your desire to terminate any business relationship with us, in which case we will close your account diligently.

Whenever we update this Privacy Policy, we will change the date at the beginning of this Privacy Policy to indicate when the changes were made.

22. Accessibility

We are committed to facilitating the accessibility this Privacy Policy for all people with disabilities. To access this Privacy Policy in an alternative format, please contact us as set forth in Section 18 above.