



Privacy Policy

This privacy policy ("Policy") describes how the personally identifiable information ("Personal Information") you may provide on the www.nextstepexecutorservices.com website ("Website") and any of its related products and services (collectively, "Products") is collected, protected, used and stored. This Policy is a legally binding agreement between you ("User", "you" or "your") and the Website operator ("Operator", "we", "us" or "our"). By accessing and using the Website and Products, you acknowledge that you have read, understood, and agree to be bound by the terms of this Agreement. This Policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, YOU SHOULD NOT ACCESS OR USE THE WEBSITE OR ITS PRODUCTS.

Automatic Collection of Information

When you open the Website, our servers automatically record information that your browser sends. This data may include information such as your device's IP address, browser type and version, operating system type and version, language preferences or the webpage you were visiting before you came to the Website and Products, pages of the Website and Products that you visit, the time spent on those pages, information you search for on the Website, access times and dates, and other statistics.

Information collected automatically is used only to identify potential cases of abuse and establish statistical information regarding the usage and traffic of the Website and Products. This statistical information is not otherwise aggregated in such a way that would identify any particular user of the system.

Collection of Personal Information

You can access the Website without telling us who you are or revealing any information by which someone could identify you as a specific, identifiable individual. If, however, you wish to access the Products on the Website, you will be asked to provide certain Personal Information. We receive and store any information you knowingly provide to us when you make a purchase or fill any online forms on the Website. When required, this information may include the following:

- Personal details such as name, address, phone number, etc.
- Contact information such as email address, etc.
- Payment information such as credit card details, bank details, etc.

- Information about other individuals such as the deceased's name, beneficiary information, etc.

Use and Processing of Collected Information

In order to make the Website and Products available to you, we need to collect and use certain Personal Information. If you do not provide the information that we request, we may not be able to provide you with the requested products. Any of the information we collect from you may be used for the following purposes:

- Fulfill and manage orders
- Deliver products or services
- Respond to inquiries and offer support
- Request user feedback
- Improve user experience
- Post customer testimonials
- Enforce terms and conditions and policies
- Protect from abuse and malicious users
- Respond to legal requests
- Run and operate the Website and Products

Billing and Payments

In case of Products requiring payment, we request certain personally identifiable information from you on our payment form, including, but not limited to, name, email address, phone number and payment card information (including card number, expiration address, and verification code). We use a third party payment processor (currently Stripe Canada Ltd. "Stripe") to assist in securely processing your personally identifiable payment information. The credit card information that you provide is encrypted and collected directly by Stripe on its checkout page. We do not store your credit card information and do not control and are not responsible for Stripe or its collection or use of your information. You may find out more about how Stripe stores and uses your credit card information by accessing Stripe's privacy and terms found at <https://stripe.com/en-gb-ca/privacy>. Stripe's privacy policy applies to the information you provide on the Stripe checkout page.

Disclosure of Information

We will only disclose Personal Information we collect, use or receive if required to be disclosed by law, such as to comply with a subpoena, or similar legal process. In the event we go through a business transition, such as a merger or acquisition by another company, or sale of all or a portion of its assets, your contact information (as an email subscriber to our Website) will likely be among the assets transferred.

Retention of Information

We will retain and use your Personal Information for the period of time as required by us to provide you with the Products you have purchased. All Personal Information will be archived and retained for

a period of two (2) years from the date of last service/contact with you, after which it will be destroyed (the "Retention Period"). Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after the expiration of the Retention Period. We will retain a copy of your sales receipt/invoice for a period of seven (7) years as is necessary to comply with our Canadian tax obligations.

Should you subscribe to email updates and our blog, we will retain your contact information: name and email address, until you unsubscribe from the same.

Privacy of Children

We do not knowingly collect any Personal Information from children under the age of 18. If you are under the age of 18, please do not submit any Personal Information through the Website and Products. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Policy by instructing their children never to provide Personal Information through the Website and Products without their permission. If you have reason to believe that a child under the age of 18 has provided Personal Information to us through the Website and Products, please contact us. You must also be old enough to consent to the processing of your Personal Information in your province/territory.

Cookies

The Website and Products use "cookies" to help personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

We may use cookies to collect, store, and track information for statistical purposes to operate the Website and Products. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the features of the Website and Products. To learn more about cookies and how to manage them, visit internetcookies.org

Do Not Track Signals

Some browsers incorporate a Do Not Track feature that signals to websites you visit that you do not want to have your online activity tracked. Tracking is not the same as using or collecting information in connection with a website. For these purposes, tracking refers to collecting personally identifiable information from consumers who use or visit a website or online service as they move across different websites over time. How browsers communicate the Do Not Track signal is not yet uniform. As a result, the Website and Products are not yet set up to interpret or respond to Do Not Track signals communicated by your browser. Even so, as described in more detail throughout this Policy, we limit our use and collection of your personal information.

Advertisements

We may display online advertisements and we may share aggregated and non-identifying information about our customers that we or our advertisers collect through your use of the Website and Products. We do not share personally identifiable information about individual customers with advertisers. In some instances, we may use this aggregated and non-identifying information to deliver tailored advertisements to the intended audience.

Links to Other Resources

The Website and Products may contain links to other resources that are not owned or controlled by us. Please be aware that we are not responsible for the privacy practices of such other resources or third parties. We encourage you to be aware when you leave the Website and Products and to read the privacy statements of each and every resource that may collect Personal Information.

Information security

We secure information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. We maintain reasonable administrative, technical, and physical safeguards in an effort to protect against unauthorized access, use, modification, and disclosure of Personal Information in its control and custody. However, no data transmission over the Internet or wireless network can be guaranteed. Therefore, while we strive to protect your Personal Information, you acknowledge that (i) there are security and privacy limitations of the Internet which are beyond our control; (ii) the security, integrity, and privacy of any and all information and data exchanged between you and the Website and Products cannot be guaranteed; and (iii) any such information and data may be viewed or tampered with in transit by a third party, despite best efforts.

Data breach

In the event we become aware that the security of the Website and Products has been compromised or users Personal Information has been disclosed to unrelated third parties as a result of external activity, including, but not limited to, security attacks or fraud, we reserve the right to take reasonably appropriate measures, including, but not limited to, investigation and reporting, as well as notification to and cooperation with law enforcement authorities. In the event of a data breach, we will make reasonable efforts to notify affected individuals if we believe that there is a reasonable risk of harm to the user as a result of the breach or if notice is otherwise required by law. When we do, we will post a notice on the Website.

Changes and amendments

We reserve the right to modify this Policy or its terms relating to the Website and Products from time to time in our discretion and will notify you of any material changes to the way in which we treat Personal Information. When we do, we will revise the updated date at the bottom of this page. We may also provide notice to you in other ways in our discretion, such as through contact information you have provided. Any updated version of this Policy will be effective immediately upon the posting of the revised Policy unless otherwise specified. Your continued use of the Website and Products after the effective date of the revised Policy (or such other act specified at that time) will constitute

your consent to those changes. However, we will not, without your consent, use your Personal Information in a manner materially different than what was stated at the time your Personal Information was collected.

Acceptance of this policy

You acknowledge that you have read this Policy and agree to all its terms and conditions. By accessing and using the Website and Services you agree to be bound by this Policy. If you do not agree to abide by the terms of this Policy, you are not authorized to access or use the Website and Services.

Terms and Conditions

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website at <https://nextstepexecutorservices.com>

Contacting us

If you would like to contact us to understand more about this Policy or wish to contact us concerning any matter relating to individual rights and your Personal Information, you may do so via the contact form on our Website or my emailing: info@nextstepexecutorservices.com

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