

ABOUT Virtually French

Virtually French specializes in language immersion programs for children. We offer multiple French activities and academic support to French Second Language Learners, Francophone Learners and English Learners from virtual one-on-one tutoring to virtual group classes throughout Canada. An important part of Virtually French's commitment to its users and visitors ("you" or "yours") is respect for your right to privacy. Virtually French appreciates the opportunity to provide its services to you and strives to the highest level of service excellence. This means keeping your information and affairs in strict confidence and to be open and transparent regarding our use, disclosure, and practices regarding your personal information.

This Policy applies to all your "personally identifiable information" collected, used and disclosed by Virtually French as well as our commitment to adhere to the legislative requirements of the Personal Information Protection and Electronic Documents Act (PIPEDA), and other applicable privacy legislation in Canada.

Privacy policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from virtuallyfrench.ca (the "Site").

Personal information we collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information".

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you request information through the Site, we collect certain information from you, including your name and email address. This is what we call our Contact Information. At various locations on the Site, such as areas where you may request information (including technical or customer support) and/or sign up for newsletters updates, events and promotions, you may provide us personally identifiable information such as name, mailing address, telephone number or email address. If you choose to give us personally identifiable information through the Site, we will collect and retain that personally identifiable information.

We do not use your personally identifiable information or share it with others except as described in this Policy. We will provide specific notice at the time of collection if we are going to use personally identifiable information in ways not set forth in this Privacy Policy.

We may use your personal information to contact you via email, SMS text message, telephone, or standard mail in the future to tell you about educational and tutoring services, events and promotions (including by sending you e-newsletters, marketing communications and announcements from Virtually French). By submitting a web form to Virtually French, you consent to receive emails from Virtually French; your consent is not a condition of purchase.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Contact Information.

Consent

Most personal information collected by Virtually French is voluntarily supplied by you when you sign up for the services or engage in communications with Virtually French. Therefore, it is important for you to understand that when you supply your information to Virtually French you will give Virtually French your consent to use your and your child’s/ward’s information according to this Policy. You may, at any time, withdraw your consent; however this will impede Virtually French’s ability to fulfill the service. If you are a visitor to the Virtually French website, Virtually French may collect some information about your computer, browser, operating system, and IP address. Virtually French may also place a

cookie on your device to re-identify your device in subsequent interactions. There is certain other information that Virtually French may collect for which Virtually French will seek your consent prior to doing so.

How do we use your personal information?

We use the Contact Information that we collect generally to:

- Communicate with you;
- Screen our emails for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Sharing your personal Information

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Behavioural advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network

Advertising Initiative's ("NAI") educational page at
<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Do not track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

Security

The security of your personally identifiable information is important to us. We maintain physical, electronic, and procedural safeguards to secure your personally identifiable information. However, there is always some risk in transmitting information electronically. The Personal Information we collect is stored by us or by our third-party designees within databases that we or our third-party designees control. As we deem appropriate, we use security measures consistent with industry standards, such as firewalls and encryption technology, to protect your information. However, we cannot guarantee the security of our or our third-party designees' databases, nor can we guarantee that information you supply won't be intercepted while being transmitted to us or our third-party designees over the Internet or that information we share with others as permitted by this Policy will always be held secure by them.

In particular, email sent to or from the Site may not be secure, and you should therefore take special care in deciding what information you send to us via email. If you share your computer or use a computer that is accessed by the general public, remember to sign off and close your browser window when you have finished your session. This will help to ensure that others cannot access your personally identifiable information. In the event of a breach of the confidentiality or security of your personally identifiable information, we will notify you as required by law, if reasonably possible and as reasonably necessary so that you can take appropriate protective steps. We may notify you under such circumstances using the e-mail address(es) we have on record for you or through alternative means. You should also take care with how you handle and disclose your personally identifiable information. Please refer to the Federal Trade Commission's website at <http://www.consumer.ftc.gov/> for information about how to protect yourself against identity theft. Please note that once you leave the Site, whether independently or via links from the Site, the privacy policies of the site to which you migrate will apply. This Privacy Policy applies to your interactions with our Site only.

YOU HEREBY ACKNOWLEDGE THAT VIRTUALLY FRENCH IS NOT RESPONSIBLE FOR ANY INTERCEPTED INFORMATION SENT VIA THE INTERNET, AND YOU HEREBY RELEASE US FROM ANY AND ALL CLAIMS ARISING OUT OF OR RELATED TO THE USE OF INTERCEPTED INFORMATION IN ANY UNAUTHORIZED MANNER.

Implied consent under CASL

Persons in Canada who contact us and/or provide their telephone number or email address are providing implied consent under Canada's Anti-Spam Legislation (CASL) for Virtually French to send them electronic marketing communications under CASL. See below for contact information for us, as required under CASL. If you do not wish to give this consent under CASL, please do not provide your telephone number or email address. You may cancel this implied consent at any time by opting out as described in this Policy.

Data retention

Virtually French will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data 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.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Minors

The Site is not intended for individuals under the age of 18. Virtually French does not knowingly collect personally identifiable information from children under the age of 13. If you are under the age of 13, please do not provide your contact information or any other personally identifiable information to Virtually French. If you are the parent or legal guardian of someone under the age of 13 who may have provided Virtually French with information without your knowledge or consent, please [contact us](#) to have this information removed.

Contact us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at **virtuallyfrench4me@gmail.com**.

Virtually French

www.virtuallyfrench.ca

May 2021