

Privacy Policy

Effective Date: March 1, 2019

Your privacy is important to us. Please read below to see how Postalgia handles information. Our privacy policy (the "Privacy Policy") explains the information we collect, how we use and share it, how to manage your privacy and your rights in connection with the Services. Please also read the Terms of Use which sets out the terms governing the Services, and defines any capitalized terms that aren't defined in this Privacy Policy.

Postalgia is headquartered in Markham, Ontario, Canada and our Services are provided to you by Postalgia Inc. If you are a resident of the European Union ("EU"), Postalgia Inc., is the controller of your personal data for the purposes of EU data protection laws. Unless indicated otherwise, this Privacy Policy does not apply to third party products or services or the practices of companies that we do not own or control, including other companies you might interact with on or through the Services.

Questions or comments about this Privacy Policy may be submitted by mail to the address below or by contacting the Postalgia support team.

Postalgia Inc.
7351 Victoria Park Avenue,
Unit 1
Markham, Ontario
L3R 3A5
Attn: Legal

1) HOW WE COLLECT AND USE INFORMATION

We collect the following types of information about you:

1. Information you voluntarily provide to us:

When you sign up for and use the Services, consult with our customer service team, send us an email or communicate with us in any way, you are voluntarily giving us information that we collect. That information may include either your or your recipient's name, physical address, email address, IP address, and phone number. By giving us this information, you consent to this information being collected, used, disclosed, transferred to Canada and stored by us, as described in our Terms of Use and in this Privacy Policy.

When you make a payment on Postalgia, you may provide payment information such as your credit card or other payment details. We do not store your credit card information. Our credit card processing vendor, Stripe, uses security measures to protect your information both during and after the transaction is complete.

When you send a note via the Service, we have and may access the sender and recipient address as well as the content within your note ("Note Content"). We use this information to operate, maintain, and provide to you the features and functionality of the Service.

2. Information we collect automatically:

When you use the Services or browse one of our Websites, we may collect information about your visit to our Websites, your usage of the Services, and your web browsing. That information may include your IP address, your operating system, your browser ID, your browsing activity, and other information about how you interacted with our Websites or other websites. We may collect this information as a part of log files as well as through the use of cookies or other tracking technologies. Our use of cookies and other tracking technologies is discussed more below.

3. Information we may receive from third parties:

We may receive information about you from third parties. For example, if you access our websites or Service through a third-party connection or log-in, for example, through Instagram or through Facebook, by "following," "liking," adding a Postalgia application, linking your account to the Postalgia Service, etc., that third party may pass certain information about your use of its service to Postalgia. This information may include without limitation, your name, birthday, gender, user ID number, user ID number of your friends, the email address associated with that account, your profile picture, address and your physical location. We may also collect additional information regarding your hobbies, interests or "likes" that you make available through your profile on third party services. This information could also include an access token necessary to access that service, any other information that you have permitted the third party to share with us, and any information you have made public in connection with that service. We may group this and other information with your personal information. We may use the information regarding your hobbies, interests, and other information you make available through third party services for the purpose of suggesting content to you that we believe you will find interesting.

If you allow us access to your friends list, your friends' user IDs, and your connection to those friends, may be used and stored to make your experience more social, and to allow you to invite your friends to use our Service as well as provide you with updates if and when your friends join Postalgia. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to the Postalgia Service. You may also unlink your third party account from the Service by adjusting your settings on the third party service.

4. Cookies and similar technologies:

We collect information from your browser, computer, or mobile device, which provide us with technical information when you access or use the Services. This technical information includes device and network information, cookies, log files and analytics information.

When you visit the Services, a cookie will be stored on your computer. Generally, cookies and similar technologies work by assigning to your browser or device a unique number that has no meaning outside of Postalgia. Most browsers automatically accept cookies. To manage the collection of information through cookies or other equivalent technology you can use the settings on your browser or mobile device. Not accepting cookies may make certain features of the Services unavailable to you. Postalgia may also use your IP address to identify you, to administer the Services and to assist in diagnosing problems with the Services.

The Services use log files. Stored information includes IP addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. This information is used to analyze trends, administer, protect and secure the Services. IP addresses, etc., may be linked to session IDs, email addresses and device identifiers.

2) HOW WE SHARE INFORMATION

1. Service Providers:

We may share your information with third parties who provide services to Postalgia such as supporting and improving the Services, promoting the Services, processing payments, or fulfilling orders. These service providers will only have access to the information necessary to perform these limited functions on our behalf and are required to protect and secure your information.

2. Affiliates and Acquirors of our Business or Assets:

We may also transfer information about you if the Company is acquired by or merged with another company.

3. Legal Requirements:

The information we collect is not shared with or sold to other organizations, except to provide products or services you've explicitly requested, when we have your permission, or under the following circumstances: Where it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Terms of Service of the specific application, or as otherwise required by law.

4. Third Party Business via API or Other Integrations:

When you use or connect to a Postalgia website through a Third Party Platform, such as Facebook or other social networking site, you allow us to access and/or collect certain information from your Third Party Platform profile/account (such as your Facebook account) or via any cookies placed on your device by such Third Party Platform as permitted by the terms of the agreement and your privacy settings with the Third Party Platform. We will share such information with the Third Party Platform for their use as permitted by the terms of the agreement and your privacy settings with the Third Party Platform. We will share some of the information we collect from you upon install of the mobile app with vendors and other service providers who are engaged by or working with us in connection with the operation of the services we provide to you and/or for analytics purposes which may require the reproduction and display of such information in an aggregated and anonymized manner such that will not in any way identify you.

3) HOW WE STORE AND PROTECT YOUR INFORMATION

1. Safeguarding your information:

We take several measures to safeguard the collection, transmission and storage of the data we collect. Although we strive to employ reasonable protections for your information that are appropriate to its sensitivity, we do not guarantee or warrant the security of the information you share with us and we are not responsible for the theft, destruction, loss or inadvertent disclosure of your information or content. No system is 100% secure. The Services use industry standard Secure Sockets Layer (SSL) technology to allow for the encryption of personal information and credit card numbers. The Services are registered with site identification authorities so that your browser can confirm Postalgia's identity before any personally identifiable information is sent. In addition, Postalgia's secure servers protect this information using advanced firewall technology. To help ensure that these measures are effective in preventing unauthorized access to your private information, you should be aware of the security features available to you through your browser. You should use a security-enabled browser to submit your credit card information and other personal information at the Services. Please note that if you do not use a SSL-capable browser, you are at risk for having data intercepted. Most browsers have the ability to notify you if you change between secure and insecure communications, receive invalid services identification information for the Services you are communicating with, or send information over an unsecured connection. Postalgia recommends that you enable these browser functions to help ensure that your communications are secure. You can also monitor the URL of the services you are visiting (secure URLs begin with https:// rather than http://), along with the security symbol of your browser to help identify when you are communicating with a secure server. You can also view the details of the security certificate of the

services to which you are connected. Please check the validity of any Services you connect to using secure communications.

Postalgia accounts require a username and password to log in. You must keep your username and password secure, and never disclose it to a third party. Account passwords are encrypted, which means we cannot see your passwords. We cannot resend forgotten passwords either. We will only reset them.

2. Notice of Breach of Security:

If a security breach causes an unauthorized intrusion into our system that materially affects you or your information, then Postalgia will notify you as soon as possible and later report the action we took in response.

3. Disclaimer:

While Postalgia continues to work hard to protect your personal information, no data transmission over the Internet can be guaranteed to be absolutely secure, and Postalgia cannot ensure or warrant the security of any information you transmit to Postalgia. Transmitting personal information is done at your own risk.

4) YOUR CHOICES ABOUT YOUR INFORMATION:

1. Updating Account Information:

You may update your account information and email-communication preferences at any time by emailing the Postalgia support team at info@postalgia.ink. If you have any questions about reviewing or modifying your account information, you can contact the Postalgia support team. Postalgia will typically respond to your request within 7-10 business days.

2. Adjusting Notification and Email Preferences:

You can also stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided at the bottom of each type of communications or by contacting the Postalgia support team. We make every effort to promptly process all unsubscribe requests.

You may not opt out of any administrative or service-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices), as they are necessary to provide the Services you requested.

3. Deleting Information and Accounts:

Postalgia users can request deletion of their account by contacting the Postalgia support team with the subject line of "Request for Account Deletion". Once deleted, your data, including your account, outbox, and stationery cannot be reinstated.

Following your deletion of your account, it may take up to 30 days to fully delete your personal information and system logs from our systems. Additionally, we may retain information from deleted accounts to comply with the law, prevent fraud, collect fees, resolve disputes, troubleshoot problems, assist with investigations, enforce the Terms of Service and take other actions permitted by law. The information we retain will be handled in accordance with this Privacy Policy.

6) EU MEMBER'S RIGHTS:

If you reside in the European Union, you have the right to access, rectify, download or erase your information, as well as the right to restrict and object to certain processing of your information. While some of these rights apply generally, certain rights apply only in certain limited circumstances. We describe these rights below:

1. Access and Porting:

You can access much of your information by logging into your account. If you require additional access or a copy of your data please contact Postalgia Support. Postalgia users can request an export of their personal data by contacting the Postalgia support team with the subject line of "Request to Export Data". All requests for data export will be asked to submit further verification (I.E. Photo ID, confirming payment method on file) proving they have the authority to make the aforementioned request.

2. Rectify, Restrict, Limit, Delete:

You can also rectify, restrict, limit or delete much of your information by contacting the Postalgia support team. Postalgia will typically respond to your request within 7-14 business days.

3. Object:

Where we process your information based on our legitimate interests explained above, or in the public interest, you can object to this processing in certain circumstances. In such cases, we will cease processing your information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons.

4. Revoke Consent:

Where you have previously provided your consent, such as to permit us to send promotional emails, you have the right to withdraw your consent to the processing of your information at any time. For example, you can withdraw your consent by clicking

the "unsubscribe" link at the bottom of any promotional communication. If you have any further questions about revoking consent please contact the Postalgia support team.

5. Complaint:

Should you wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local supervisory authority.

6. Transfers:

The Services are operated from Canada. If you are located outside of Canada and choose to use the Services or provide information to us, you acknowledge and understand that your information will be transferred, processed and stored in Canada and/or the United States, as it is necessary to provide the Services and perform the Terms of Service. Canada's privacy laws may not be as protective as those in your jurisdiction.

7) LINKS TO OTHER WEBSITES AND SERVICES:

We are not responsible for the practices employed by websites or services linked to or from the Service, including the information or content contained therein. Please remember that when you use a link to go from the Service to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Service.

8) MEDIATION:

If you are a resident of a country outside of the European Union, you agree that, in the event any dispute or claim arises out of or relating to this Privacy Policy that you and Postalgia will attempt in good faith to negotiate a written resolution of the matter directly between the parties. You agree that if the matter remains unresolved for forty-five (45) days after notification (via certified mail or personal delivery) that a dispute exists, all parties shall join in mediation services in Toronto, Ontario, Canada, with a mutually agreed mediator in an attempt to resolve the dispute. Should you file any arbitration claims, or any administrative or legal actions without first having attempted to resolve the matter by mediation, then you agree that you will not be entitled to recover attorney's fees, even if you would otherwise be entitled to them.

9) CHANGES TO OUR PRIVACY POLICY

Postalgia may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically.

When we change the policy in a material manner we will let you know and update the “effective date” at the top of this page. If you object to any of the changes to this Privacy Policy, you should stop using the Services and request for deletion of your account. Postalgia users can request deletion of their account by contacting the Postalgia support team with the subject line of “Request for Account Deletion”. Once deleted, your data, including your account, outbox, and stationery cannot be reinstated.