

The Water Store - Commitment to Privacy: Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

Information That We Collect: This notice applies to all information collected or submitted on our website as well as in store. On some pages, you can order products, make requests, and register to receive materials. The types of personal information collected are:

- Name
- Address
- Email address
- Phone number

How We Use Your Information: We use the information you provide about yourself when placing an order only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.

We use return email addresses to answer the email we receive. Such addresses are not shared with outside parties.

We use non-identifying and aggregate information to better design our website and to share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals.

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

We occasionally use third-party service providers to serve ads on our behalf across the Internet and sometimes on this site. They may collect anonymous information about your visits to our Web site, and your interaction with our products and services. They may also use information about your visits to this and other Web sites to target advertisements for goods and services. This anonymous information is collected through the use of a pixel tag, which is industry standard technology used by most major web sites. No personally identifiable information is collected or used in this process. They do not know the name, phone number, address, email address, or any personally identifying information about the user.

Data Security: To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Ability to Access or Correct Your Information: You can access all your personally identifiable information that we collect and maintain by calling us.

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

Any Changes and Updates to Our Privacy Policy: Although most changes are likely to be minor, thewaterstoreairdrie.ca reserves the right, at any time and without notice, to add to, update, change or modify this privacy policy, simply by posting such update, change or modification on this page. Any such addition, update, change or modification will be effective immediately upon posting on the website. Each time you use the website, the then-current version of this privacy policy will apply. Each and every time you use the website you should check the date of this privacy policy (which appears at the end) and review any changes since the last time you used the website. Unless thewaterstoreairdrie.ca obtains your express consent, any revised privacy policy will apply only to information collected after the effective date of such revised privacy policy, and not to information collected under any earlier privacy policy.

Contact Us: Should you have any other questions or concerns about these privacy policies, please call us at [403-948-5871] or send an email to us at: info@thewaterstoresirdrie.ca.