



Privacy Policy

Last Updated: July 15, 2021

This Privacy Policy describes how Vita Health Products, Inc. and/or its subsidiaries (collectively the "Company", "we", "us") collect and use personal information about you. By using the Company's products or services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not, please do not use the Company's products or services.

Personal Information We Collect

Depending on how we interact with you, we may collect, use, store and transfer different types of personal information about you. This includes:

- **Identifiers**, such as your name and title.
- **Contact Information**, such as your mailing address, email address, and telephone number(s).
- **Correspondence Information**, including anything you may provide to us in your communications with us, such as your intended or actual use of our products, questions about our products, and records of your communications with us.
- **Health Information**, specifically any adverse reaction you might have to one of our products and relevant health information that you choose to share with us.
- **Internet/Electronic Activity Information**, such as your internet protocol ("IP") address; your web browser software and version. For more information about how and when we collect this information and what we do with it, please see the "Cookies and Tracking" section of this Privacy Policy [here](#).

How We Collect Information About You and Sources of Personal Information

We collect information from you and about you in different ways.

- **Direct Interactions.** We collect most of your personal information from you directly. For example, you may give us a variety of your Identifiers, Contact Information Correspondence Information, and Communications Information when you:
 - Contact us with questions or provide feedback about our products via email;
- **Automated technologies and interactions.** As you interact with our websites, we may automatically collect Internet/Electronic Activity Information about your equipment, browsing actions and patterns.. Please see the "Cookies and Tracking" section of this Privacy Policy [here](#) for further details.

How We Use Your Information

We use your personal information for the following business purposes:

- **Email.** We use personal information such as your Contact Information to respond to your questions and comments when you communicate with us through the email address provided on the site.
- **Administration.** We use your browsing information on our site to improve the quality of our website. We may also use this information to investigate possible violations of and enforce our website Terms of Use [here](https://www.vitahealth.ca/terms_of_use.pdf) (https://www.vitahealth.ca/terms_of_use.pdf) and any terms and conditions associated with our products and services, and to comply with our legal obligations.
- **Fraud and Crime Prevention and Detection.** We use your personal information, such as your Identifiers, Contact Information, and Internet/Electronic Activity Information, to help prevent and detect fraud and other crimes that might be committed using or against our services. We do this to both protect our legitimate interests in protecting our business assets and comply with our legal obligations.
- **IT Security and Website Operation.** We use your personal information, such as your Internet/Electronic Activity Information, to help us protect our legitimate interests in troubleshooting, testing, maintaining, and protecting our IT systems, including this website.
- **Compliance with Legal and Regulatory Obligations.** We use your personal information to comply with our legal and regulatory obligations, which arise from time to time. For instance, we may use your Contact Information to alert you if a product is recalled. We may also collect your Health Information to maintain records of adverse reactions to our dietary supplement products when you choose to provide this to us.

Lastly, we may use information you provide to us via email for the following additional purposes:

- **Feedback.** We use information you provide us via email to us regarding our products and services.

Information We Share

- **Protect Our Services and Users.** We may disclose your personal information to governmental authorities if we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity, or violation of our website Terms of Use [here](https://www.vitahealth.ca/terms_of_use.pdf) (https://www.vitahealth.ca/terms_of_use.pdf) or other contracts.
- **Legal Process.** We may disclose your personal information to the extent necessary to respond to subpoenas, court orders, or other legal process in response to a request for cooperation from law enforcement or a government agency, in order to comply with our other legal and regulatory obligations.

Cookies and Tracking

We use technologies to analyze trends and administer the website. For additional information see the “Cookies and Tracking Technologies” section of this Privacy Policy.

We use Local Storage, such as HTML5, to store content information and preferences. Various browsers may offer their own management tools for removing HTML5. Please note we do not currently support any browser based Do Not Track (DNT) settings or participate in any DNT frameworks, and we do not assign any meaning to any potential DNT track signals you may send or alter any of our data collection or use practices in response to such signals.

If you wish to not have your browsing information used for the purpose of serving you ads, you may opt-out by clicking [here \(http://preferences-mgr.truste.com/\)](http://preferences-mgr.truste.com/). Please note this does not opt you out of being served advertising. You will continue to receive generic ads.

Data Retention

We will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, or reporting requirements we are subject to, as well as to resolve disputes, and enforce our agreements.

If you request that we no longer use your information to provide you services, contact us at vitacs@vitahealth.ca.

Third Party Websites

Our services may provide links to websites operated by third parties for your convenience and information. All of these websites and applications operate independently from us, and we do not control their privacy practices. We encourage you to review the privacy policies of any third-party websites and applications that you use to better understand their privacy practices.

How We Protect Personal Information

We maintain reasonable security procedures to help protect against loss, misuse or unauthorized access, disclosure, alteration or destruction of the information you provide through our services. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Among other safeguards, we use Secure Sockets Layer ("SSL") technology to help protect transmissions over the internet of your payment card data.

Unfortunately, no data transmission over the internet or stored on a server can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personal information. If you have any questions regarding security, you can contact us at vitacs@vitahealth.ca.

Updates to Our Privacy Policy

We reserve the right to modify the Privacy Policy at any time. If we do this, we will post the changes on this page and will indicate at the top of this page the date those terms will be effective. We will give you advance notice of any material changes by email where possible. It is your responsibility to check to determine if there have been changes to the Privacy Policy and to review any such changes.

Children's Privacy

Our services are not directed to persons under the age of 18. We do not knowingly collect personally identifiable information from children under 18. If a parent or guardian becomes aware that his or her child has provided us with such information without their consent, he or she should contact us via the contact details listed below. If we become aware that a child under 18 has provided us with personal information, we will delete such information from our files.

Health Information. We are required by law to maintain records of our customers who report adverse reactions to our products. We ask for your explicit consent before collecting any information about your health or medical conditions. We will use this information only for the purposes of meeting our regulatory and legal obligations and will not share it with any third parties. You may withdraw your consent at any time by contacting us as described above.

Cookies and Tracking Technologies.

This website does not use Cookies. We and our partners use technologies to analyze trends, administer the website and track users' movements around the website

How to Contact Us

If you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you, please contact us by:

Email: vitaacs@vitahealth.ca

Mail:

Vita Health Products, Inc.
150 Beghin Avenue
Winnipeg, MB R2J 3W2
Thank you for using our Services.