

Privacy Policy

Abougouche Brothers LTD. — Abougouche Brothers Loyalty Program

Effective Date: May 29, 2026

Last Updated: May 29, 2026

This Privacy Policy describes how Abougouche Brothers LTD. (“we,” “us,” or “our”) collects, uses, discloses, and protects your personal information when you use the Abougouche Brothers Loyalty Program mobile application (the “App”) and related services. By using the App, you agree to the practices described in this Policy.

1. Information We Collect

1.1 Information You Provide

When you register for and use our loyalty program, we may collect:

- Name and contact details (email address, phone number, mailing address)
- Account login credentials
- Date of birth, where required to verify eligibility
- Communication preferences and information you provide when contacting us

1.2 Loyalty and Transaction Information

- Points balances, rewards earned and redeemed, and membership tier
- Purchase history and transaction records associated with your loyalty account
- Participation in promotions, offers, and surveys

1.3 Information Collected Automatically

- Device information (device type, operating system, unique device identifiers)
- App usage data, log information, and interaction analytics
- Approximate location information, where you have granted permission

2. How We Use Your Information

We use your personal information to:

- Create and manage your loyalty program account
- Track, award, and allow redemption of loyalty points and rewards
- Process transactions and provide customer support
- Send you program-related communications, offers, and promotions (subject to your preferences)
- Improve, personalize, and secure the App and our services
- Comply with legal and regulatory obligations

3. How We Share Your Information

We do not sell your personal information. We may share it with:

- Service providers who perform functions on our behalf (e.g., hosting, analytics, payment processing) under confidentiality obligations
- Affiliated entities of Abougouche Brothers LTD. for the operation of the loyalty program
- Authorities or third parties where required by law, regulation, or legal process, or to protect our rights and safety
- A successor entity in connection with a merger, acquisition, or sale of assets

4. Data Retention

We retain your personal information for as long as your loyalty account is active or as needed to provide the services, comply with our legal obligations, resolve disputes, and enforce our agreements. When information is no longer required, we securely delete or anonymize it.

5. Account Deletion

You may request deletion of your loyalty program account and all associated personal information at any time, both within the App and outside the App. We provide the following methods:

- In-App: Open the App, go to your account settings, and select the account deletion option.

Request by Email

To request account deletion outside the App, please email loyalty@abougouchebrothers.ca. You may use this method without reinstalling the App.

Please send your request from the email address associated with your account, or include enough information for us to verify your identity. When you delete your account, we permanently delete your account and the personal information associated with it. Temporary deactivation, disabling, or freezing of an account does not constitute account deletion.

We may retain certain information where required or permitted by law, or for legitimate purposes such as security, fraud prevention, or regulatory compliance. Where we have shared your information with third-party service providers, we will request that they delete the relevant data from their systems. We will process verified deletion requests within a reasonable timeframe.

6. Your Rights and Choices

Depending on your jurisdiction, you may have the right to access, correct, update, or delete your personal information, and to withdraw consent or opt out of marketing communications. You may exercise these rights by contacting us using the details below.

7. Security

We use reasonable administrative, technical, and physical safeguards designed to protect your personal information. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Children's Privacy

The App is not intended for children, and we do not knowingly collect personal information from children. If we learn that we have collected such information without appropriate consent, we will take steps to delete it.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be communicated through the App or other appropriate means. Your continued use of the App after changes take effect constitutes acceptance of the revised Policy.

10. Contact Us

If you have questions about this Privacy Policy or our data practices, contact us at loyalty@abougouchebrothers.ca.

Abougouche Brothers LTD.

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