

Privacy Policy

1. Introduction

RTI Equipment Solutions Inc. ("we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information in the course of operating our business, in compliance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and Canada's Anti-Spam Legislation (CASL).

2. Information We Collect

We collect personal information in the course of operating our business, including through our website, direct communications, sales activities, industry events, and client transactions.

Information may be collected:

- Through website contact forms and newsletter sign-ups
- When you purchase, rent, service, or inquire about equipment
- When you request quotes or proposals
- When you provide contact information at meetings, trade shows, industry events, or via business cards
- Through phone, email, in-person discussions, or referrals

The types of personal information we may collect include:

- Identity Data: Name, job title, company name, and business affiliation
- Contact Data: Email address, phone number, business address, and mailing address
- Transaction Data: Purchase history, rental agreements, service records, equipment ownership details, billing information, and related documentation
- Communication Data: Records of correspondence, inquiries, and customer service interactions.
- Marketing & Consent Data: Communication preferences and records of express or implied consent under CASL
- Usage Data: Information about how you interact with our website, collected through cookies and similar technologies

We collect only the personal information that is reasonably necessary for the purposes identified in this Policy. By providing personal information to us, you consent to the collection, use, and disclosure of that information for the purposes identified in this Privacy Policy, except where otherwise permitted or required by law.

3. How We Use Your Information

We use your personal information for legitimate business purposes, including:

- Providing, managing, and supporting equipment sales, rentals, parts, and service transactions
- Maintaining client and prospect records
- Responding to inquiries and providing quotes or proposals
- Communicating regarding products, services, account-related matters, and operational updates
- Sending marketing communications where express or implied consent has been provided in accordance with CASL
- Complying with legal, regulatory, and record-keeping obligations

We do not use personal information for purposes other than those for which it was collected, except as permitted or required by law.

4. Third-Party Sharing & Data Transfers

We do not sell your personal information.

We may share personal information with trusted third-party service providers who assist us in operations, including providers of email communications, marketing services, website hosting, data management, and IT support. These

service providers are required to safeguard personal information and may only use it for the purposes of providing services to us.

Some service providers may store or process personal information outside of Canada (including in the United States). In such cases, personal information may be subject to the laws of those jurisdictions.

5. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance user experience and analyze website traffic.

- Essential Cookies: Required for the operation of the website.
- Analytical Cookies: Used to understand how visitors interact with our site.

You may manage cookie preferences through your browser settings.

6. Data Retention and Security

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law.

We implement reasonable administrative, technical, and physical safeguards appropriate to the sensitivity of the information to protect personal information against unauthorized access, loss, misuse, or alteration.

7. Your Rights

Subject to applicable law, you have the right to:

- Request access to the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Withdraw consent for marketing communications at any time by using the "Unsubscribe" link in our emails

Requests may be submitted using the contact information below.

8. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

RTI Equipment Solutions

Phone: (705) 734-3350

Email: info@rtigroup.ca

Address: 2528 Bowman St, Innisfil, ON L9S 0H9