

# Privacy Policy

Last updated on 16 September 2021

This Privacy Policy explains how we use, share, and protect the information that we collect about you (“Personal Information”) and the choices you have. This Privacy Policy applies to visitors to [www.vistaprint.ca](http://www.vistaprint.ca) (“Website”) and to our online customers. By visiting or using our Website, you agree to this Privacy Policy.

This Privacy Policy does not apply to information about you collected by third-party websites that may post links or advertisements on or otherwise be accessible from the Website. The information collected by these affiliates or third-party websites is subject to their own privacy policies.

## Personal Information We Collect and How We Use It

This section of our Privacy Policy describes the categories of information collected by Vistaprint. We collect this information:

- Automatically when you visit and navigate our Website or use applications downloaded from our Website;
- Directly from you when you register, update your account and/or profile, personalize a product or use our design services, place an order, use applications downloaded from our Website or contact our Customer Care team;
- Indirectly from third-parties, including social media websites; and
- Directly from third-parties, which we may incorporate with existing information we collect about our customers.

If you are a registered Vistaprint customer, we link automatically collected data to the other information we collect about you. You have the option not to provide information. However, withholding information may prevent you from being able to use some of our Website features. Similarly, if you decline to let us place certain cookies on your device, our Website will only have limited functionality (see “Cookies and Similar Files” below).

The Website is not meant for use by children under the age of sixteen and children under that age are prohibited from creating an account or otherwise providing their Personal Information.

### Types of Personal Information we collect

- Contact details (your name, address, email address and phone number)
- Site navigation and usage data (including the date and time you visit and how you use our Website and design services, and access its contents)
- Purchase and transaction history
- IP address, browser settings and related information

### How we use it

- Maintaining your account
- Allowing you to login, navigate the site, and make purchases
- Fulfilling your order
- Providing customer service and quality assurance Including sending you service messages, by text, email or call, to update you about your order and its delivery status and invite you to provide us with your feedback about our Website, products, services and Customer Care team.
- Customer analytics
- Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpress companies)
- Improving or personalizing your online experience and our communications with you
- Operational uses, including site optimization and fraud detection and prevention
- Maintaining your account

- Your password

- Payment information (such as credit card or bank account details)
- Information you add to personalize your products or request design services, such as text or uploaded images
- Session replay recordings (such as mouse movements, clicks, typing and scrolling)
- Contacts with Customer Care
- Allowing you to log-in and make purchases using saved payments
- Allowing you to make purchases or sign up for a subscription service
- Storing it for future purchases, but we store that card information only if you specifically request
- Fulfilling your order
- Storing your personalized products for future use
- Maintaining your account
- Customer analytics
- Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpres companies)
- Improving or personalizing your online experience and our communications with you
- Operational uses, including site optimization, copyright detection, and fraud detection and prevention
- Operational uses, including site optimization
- Providing customer service and quality assurance
- Maintaining your account
- Allowing you to login, navigate the site, and make purchases
- Fulfilling your order
- Customer analytics
- Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpres companies)
- Improving or personalizing your online experience and our communications with you
- Operational uses, including site optimization and fraud detection or prevention

We may use Personal Information for other purposes, but only if you have given your consent to do so. For example, if you review a product you agree to let us post that review on our Website. Please note that reviews posted on our Website are public, so only include information you are comfortable with sharing publicly. When you enter a contest or prize drawing, you may share information about yourself and we may publicly disclose that information if you are the winner.

***Who has access to your information?***

We limit access to your information to employees who have a need to use the information and are obligated to protect that information and keep it confidential. We may also share your information with our parent company Cimpres plc and other companies in the Cimpres group. All Cimpres group companies have a contractual obligation to comply with the terms of this privacy policy and to protect your information. We may also provide the information we collect about you to other companies, who may process the information on our behalf, including companies that assist us with:

- Fulfilling or delivering your order;
- Storing and securing data;
- Processing payments;
- Marketing, analytics, and fraud detection activities; or

- Supporting customer service.

We may also share the information as required or permitted by law, such as when we believe such disclosure is appropriate to cooperate with an investigation of activities claimed to be unlawful, to enforce our Terms of Use, or to protect our rights or property or those of others.

Finally, we may provide your information to one or more third-parties in the event of a merger, acquisition, or corporate reorganization involving us.

### ***How long do we keep your information?***

We only retain your Personal Information for as long as is necessary for the purpose for which it is provided or because we are legally required to do so. In particular, we retain your information, including the designs you upload or use to personalize products, for as long as you maintain an account.

### ***What rights do you have to access and control the use of your information?***

You have the right to:

- access your Personal Information;
- unsubscribe from marketing or withdraw any specific consents you gave us;
- request a copy of the Personal Information that is being processed by us;
- have errors in your Personal Information corrected;
- have your Personal Information deleted (or altered so that you are not identifiable) or to restrict the ways in which we use your information – but in either case, only under specific circumstances prescribed by law; and
- lodge a complaint with your local data protection authority.

You can contact Customer Care to exercise any of the rights listed above by going to the [Contact Us page](#) on this Website. If you wish to change your name, e-mail address, password, communication and/or opt-in preferences after you have registered, you can access your account by logging into [My Account](#) and selecting “Account Update”. You may also request these changes by e-mailing [customercare@vistaprint.ca](mailto:customercare@vistaprint.ca) or calling Customer Care at 833-996-2067 or writing to:

Vistaprint Customer Care  
170 Data Drive  
Waltham, MA 02451  
USA

### **Cookies and Similar Files**

Our Website uses “cookies” and files that are similar to cookies. Cookies are alphanumeric identifiers created by your browser at our request and stored in an approved and standardized place on your computer.

To ensure you are able to use all of the online shopping and personalized features, your computer, tablet or mobile device will need to accept cookies. Most Web browsers accept cookies by default, but allow users to reject cookies by changing the browser preferences. If you have set up your browser to reject cookies, some aspects of our Website, including our Shopping Cart, will not work properly. However, if prefer to control or delete cookies , see the explanation of how to manage cookies under “Types of Cookies”.

We also use ETags to store a unique customer code that allows us to identify you when you return to the Website and recall your preferences and past orders. Clearing your browsers cache will delete any Etags.

If you receive emails from Vistaprint, we may use web beacons and similar technologies allow us to track whether you have opened the message and whether you have clicked on links contained in the message.

We use third-party advertising companies to serve ads on our behalf. These companies may use a cookie or similar technology to tailor the advertisements you see, to track your response to the advertisement and to measure the effectiveness of the advertising. We may also provide these companies with Personal Information to help them serve more relevant advertisements on our behalf. You can learn more about targeted advertising, its benefits and your choices by going to <http://www.aboutads.info/consumers/>. The targeted advertising companies we work with are members of the Digital Advertising Alliance of Canada. The DAAC allows you to limit targeted advertising from its members by using an opt-out tool available on the DAAC website at <https://youradchoices.ca/en/tools>.

This Privacy Policy covers the use of cookies and similar files by Vistaprint only and does not cover the use of those files by any third-party advertisers or websites linked to the Website.

### **Types of Cookies**

Our Website uses the following types of cookies:

#### *Necessary cookies*

We use these cookies to let you access our Website's features, manage preferences (like language or VAT settings), and to track statistics necessary to meet contractual requirements.

#### *Functional cookies*

We use these cookies to test new Website features, detect errors, analyze site usage, receive user feedback and provide you with a more relevant and personalized experience based on your interests and interactions.

Even if you opt-out of functional cookies, we may still use other information we collect about you to tailor your Vistaprint experience. For example, we may use past purchase data, information gathered from designs saved to your portfolio, or information you explicitly provide about your brand for personalization purposes.

#### *Session replay cookies*

We use these cookies to capture how you interact with our website while browsing and personalizing products to find ways to improve the site and your customer experience.

Session replay data includes mouse movements, clicks, typing, scrolling, and other actions you take when you navigate our website and personalize your products. We do not use session replay cookies on pages that may contain payment information.

#### *Advertising cookies*

We use these cookies to show advertisements and offers that are relevant to your interests. They're also used to limit the number of times you see an ad and to help measure the effectiveness of advertising campaigns.

### **Use and Disclosure of Information**

We use and disclose the information that we collect about you to maintain, improve, and administer our Website, operate our business, provide products and services that you request, administer your account, inform you about products and services that might be of interest to you, and personalize your online experience.

#### ***Business Operations***

In order to carry out certain business functions, such as order fulfilment, e-mail delivery, or marketing, we sometimes hire other companies to perform services on our behalf. These companies may be located outside of Canada. We may disclose Personal Information that we collect about you to these companies to enable them to

perform these services, but those companies are not authorized to use it for any other purpose than completing their contractual requirements to Vistaprint.

### ***Third-Parties***

In addition, we may share the information we collect with other companies with whom we have joint marketing arrangements.

### ***Law Enforcement, Protection of Vistaprint and our Customers***

Vistaprint reserves the right to disclose Personal Information, including account information, when we believe such disclosure is appropriate to cooperate with an investigation of activities claimed to be unlawful, to enforce our Terms of Use, or to protect the rights or property of Vistaprint or others.

### ***Merger, Sale, or Acquisition***

In addition, it is possible that in the future another company may acquire Vistaprint or its assets. It is also possible that Vistaprint may partner with or purchase another company to continue to do business as a combined entity. In the event that this occurs, it is possible that our customer information, including your Personal Information, may be transferred to the new business entity as one of Vistaprint's assets. In such an event, we will update this policy to reflect any change in ownership or control of your Personal Information.

### ***Access and Accuracy of Your Personal Information***

If you believe that the Personal Information that we hold about you is not accurate, complete or up to date, please contact Vistaprint's Customer Care at the details shown above, under the paragraph headed "What rights do you have to access and control the use of your information?".

You may request access to the Personal Information we hold about you. Generally, we will provide you with access, except in limited circumstances where we are permitted by law to refuse access. You must direct any requests to Vistaprint's Customer Care. We may charge a fee for providing access, which will not exceed our reasonable expenses incurred in responding to your request, including photocopying and administrative expenses.

You may also contact us to discuss any queries or concerns you have in relation to our handling of your Personal Information, including to make a complaint about a breach of the applicable privacy laws.

### ***Links to Third-Party Products and Services***

While you are visiting or using the Website, you may be presented with an opportunity to purchase third-party products or services. These products and services are offered and supplied by independent companies not owned or operated by Vistaprint. If you click on one of the presented offers, you will be redirected to the site of the third-party, and any information you provide in response to the offer will be collected and used by the third-party. Information you provide to the third-party and any dealings you have with the third-party will be governed by the privacy and other policies of that third-party.

### ***Your Choices***

We offer you a variety of choices with respect to how we use and share your Personal Information.

### ***Communications from Vistaprint***

If you do not want to receive email communications from Vistaprint about our own or third-party products and services that may be of interest to you, you can update your preferences in the [My Account](#) section of the Website. You can also click on the unsubscribe link at the bottom of one of our emails. You can also request to be added to our Do-Not-Call list, and/or our Do-Not-Mail list by contacting us through the [Contact Us](#) page on this Website.

Please be sure to provide your exact name, e-mail address, mailing address and telephone number(s) and the list or lists you would like to be included on (Do-Not-Call, and/or Do-Not-Mail). Even if you opt-out of email marketing or choose to be placed on one of these lists, we may still communicate with you using any of these methods regarding your use of our Website, your orders or your account, or for similar transactional or administrative reasons.

### ***Deactivation of Your Account***

You may also request deactivation of your Vistaprint account by contacting Customer Service at [customercare@vistaprint.ca](mailto:customercare@vistaprint.ca) or by writing to the address below and requesting account deactivation. Please note that your Personal Information may remain in our archived records after your account has been deactivated.

### **Website Security**

We maintain physical, electronic, and procedural safeguards designed to help us protect your nonpublic Personal Information. For example, we use Secure Socket Layer (SSL) technology to encrypt your credit card information when you purchase products through our Website. When you establish an account at Vistaprint, you choose a password to help protect your account information. A password is only as strong as you make it: you should select a unique password and keep it safe. You may change the password as often as you wish by going to "My Account". Vistaprint authorizes only those persons who need to know Personal Information to administer your account, to provide or inform you about products and services, or to maintain, improve or administer our Website to access your Personal Information.

With respect to certain website hosting and other products and services provided to you, we may obtain access to data about your end users or customers. We generally process and use such end user and customer data on your behalf and under your instructions.

### **Changes to this Privacy Policy**

Vistaprint may revise this Privacy Policy from time to time by posting a revised Privacy Policy on our Website and changing the last modified date at the top of the Privacy Policy. If we make significant changes to the Privacy Policy, we will note the Privacy Policy has changed on the main page of the Website. We reserve the right to modify this Privacy Policy at any time, so please review it frequently.

### **Problems Signing In**

Our sign-in process is designed to help protect your privacy. If you have trouble signing in to our Website, please ensure that you are using your registered e-mail address and/or correct password. If you are using your registered e-mail address and correct password, and you continue to have trouble signing in to our site, please contact Customer Care.

### **Order Confirmation**

Vistaprint sends an e-mail notice confirming acceptance of each order you place to the e-mail address you provided to us when signing up for a Vistaprint account. If you receive a confirmation for an order you did not place, please e-mail us immediately at Customer Service.