LEGAL

Privacy Policy

Discretion isn't just a service we offer — it's how we operate, from the first brief to the final delivery.

EFFECTIVE DATE: JUNE 25, 2026 · JURISDICTION: ONTARIO, CANADA · COMPLIANT WITH PIPEDA

At shopr., privacy is not a legal formality — it is a core pillar of our service. Our clients trust us with sensitive personal information, valuable purchases, and details about their lives. We take that trust seriously. This Privacy Policy explains exactly what information we collect, why we collect it, how we protect it, and the rights you have over it.

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NEVER SOLD

Your data is never sold or rented to third parties — ever.

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ABSOLUTE DISCRETION

Client identities and order details are treated with complete confidentiality.

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PIPEDA COMPLIANT

We follow Canada's federal privacy law for all personal data we handle.

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YOUR RIGHTS

> You can access, correct, or request deletion of your data at any time.

1. WHO WE ARE

shopr. is a personal shopping and luxury concierge service based in Toronto, Ontario, Canada, operating through myshopr.ca. References to "shopr.", "we", "us", or "our" in this policy refer to the shopr. business and its operators.

2. INFORMATION WE COLLECT

We collect only the information necessary to deliver our service and communicate with you effectively.

Information You Provide Directly

- Full name, email address, and phone number
- Delivery address (domestic or international)
- Shopping brief details — brand, item, size, colour, product links, and special instructions
- Timeline preferences and budget parameters
- Payment confirmation details (we do not store full card numbers)
- Communications sent to us via email, WhatsApp, or the brief submission form

Information Collected Automatically

- If optional analytics is enabled, we use Google Analytics to receive only coarse location, device and page information, plus approved anonymous events. This may involve a pseudonymous cookie identifier, browser and operating-system details, device category, page path, and approximate geographic information.
- Referral information is limited to an allowlisted search or social-site domain and aggregated source/medium reporting; query strings and referrer paths are not sent.

Approved events include estimator options (region, timeline, complexity), brief start/submission/abandonment step, payment-link clicks, and page views. Form contents, names, contact details, addresses, and item values are not sent as analytics event data.

Google may transiently process an IP address to provide analytics and coarse location; shopr. does not store a raw IP address alongside a brief.

Analytics does not infer precise postal-code location, income, identity, or wealth. It is not enabled unless you accept and the account owner has confirmed the required Google Analytics privacy configuration. Without both conditions, no Google Analytics tag is loaded.

3. HOW WE USE YOUR INFORMATION

To review, confirm, and fulfil your shopping brief

To process payment and coordinate sourcing on your behalf

To arrange and track delivery of your item(s)

To send you order updates, confirmations, and relevant service communications

To respond to your enquiries and provide client support

When you consent and analytics is configured, to understand site use through coarse, pseudonymous reporting and approved events

To comply with applicable laws and protect our legal rights

> We will **never** use your personal information for unsolicited marketing, sell it to data brokers, or share it with third parties for their own commercial purposes.

4. HOW WE SHARE YOUR INFORMATION

shopr. does not sell, rent, or trade your personal data. We share information only in the following limited circumstances:

Service Partners: Trusted courier and shipping providers necessary to deliver your order. They receive only the minimum information required.

Payment Processors: Secure, industry-standard payment platforms to process transactions. We do not store your full payment card details.

Retailer Partners: Where necessary, the authorized boutique or retailer fulfilling your order may receive limited order details.

Legal Obligations: If required by law, court order, or governmental authority, we may disclose information as legally compelled.

All third-party service partners are bound by confidentiality obligations and may not use your data for any purpose beyond fulfilling our service.

5. COOKIES & TRACKING

Analytics is optional. If enabled, we use Google Analytics to receive only coarse location, device and page information, plus approved anonymous events. It is off unless you choose to accept and analytics is configured. Otherwise, no Google Analytics script or analytics cookie is loaded. When enabled, analytics may involve pseudonymous cookie identifiers. Google may process an IP address transiently to derive approximate location; shopr. does not store a raw IP with brief records.

The account owner must turn Google Signals, advertising features, and Google Analytics Enhanced Measurement off, and configure the shortest available reporting retention of two months before enabling the analytics endpoint. This website code cannot enforce the account-level retention setting. The analytics cookie expiration is limited to two months by the site configuration. The site does not use advertising cookies, ad personalization, retargeting pixels, user IDs, or form data for analytics.

> Accept, Reject, and Manage Preferences choices are available in the privacy notice and through the Privacy Choices button in the site footer. Your choice is stored locally in your browser until you change it or clear local storage. You can opt out at any time using Privacy Choices; rejecting analytics will not affect your ability to submit a brief or contact us.

You may request access, correction, or deletion through our privacy-request form or by emailing info@myshopr.ca. Your concierge will acknowledge your request within 2–4 hours and complete it within 30 days. We do not use advertising cookies, retargeting pixels, or third-party tracking for commercial advertising purposes.

6. DATA RETENTION

We keep your brief while your order is active, then for 24 months after the order is completed. At the end of that period, brief contents are deleted or fully anonymized. Active orders do not enter the expiry period until the concierge marks them completed.

Local completed briefs are removed by the application's expiry sweep when it is running and receives API traffic; an inactive hosting instance may delay that sweep until its next request. Our operator reviews the expiry checklist and separately deletes the corresponding Web3Forms submission and email copies, including trash and exports. These external deletions are performed and confirmed by the operator, not automatically by this website. A contents-free audit records the action and date.

The operator assigns an internal reference to each Web3Forms/email brief so its completion date and deletion checklist can be tracked without duplicating the customer's message here. Privacy-request reply addresses are erased from the website when the operator completes the response; the request reference, request type, dates, and contents-free audit remain as accountability records. Analytics reporting retention is separately limited to two months as described above.

7. DATA SECURITY

We implement industry-standard safeguards including HTTPS encryption, secure access-controlled storage, and PCI-compliant payment processing.

> No method of electronic transmission is 100% secure. In the event of a data breach that affects your rights, we will notify you as required by applicable law.

8. YOUR RIGHTS UNDER PIPEDA

As a client whose data is handled by a Canadian business, you have the following rights:

ACCESS

Request a copy of the personal information shopr. holds about you.

CORRECT

Request correction of any inaccurate or incomplete personal information.

WITHDRAW CONSENT

Withdraw your consent to our use of your data at any time, subject to legal limitations.

DELETION

Request deletion of your personal data where we are not legally required to retain it.

FILE A COMPLAINT

Lodge a complaint with the Office of the Privacy Commissioner of Canada at priv.gc.ca.

HOW TO EXERCISE

Use our privacy-request form or contact info@myshopr.ca. Your concierge will acknowledge your request within 2–4 hours and complete it within 30 days. We may verify your identity before disclosing or changing personal information.

9. THIRD-PARTY LINKS

myshopr.ca may contain links to third-party websites or social media platforms. Once you leave our site, this Privacy Policy no longer applies. We encourage you to review their policies before providing any personal information.

10. CHILDREN'S PRIVACY

shopr.'s services are intended exclusively for individuals who are 18 years of age or older. We do not knowingly collect personal information from anyone under 18.

11. INTERNATIONAL CLIENTS

Your data may be processed outside Canada by our service providers (including in the United States), where it may be subject to foreign laws.

These service-provider categories include analytics (Google Analytics 4, when you consent), form delivery (Web3Forms), payments, and couriers. The processing location depends on the provider and the service; we do not represent that every provider stores data in a particular country. shopr. remains responsible for the personal information it controls under applicable Canadian privacy law.

12. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. When we make changes, we will update the effective date at the top of this page. Your continued use of myshopr.ca constitutes acceptance of the revised policy.

13. CONTACT & PRIVACY ENQUIRIES

If you have any questions, concerns, or requests regarding this Privacy Policy, please reach out via info@myshopr.ca.

> If you are unsatisfied with our response, you have the right to contact the **Office of the Privacy Commissioner of Canada** at priv.gc.ca.