Reconeco Inc. PRIVACY POLICY
Last Updated: February 13th 2025

This Privacy Policy describes how Reconeco Inc. (operating as Reconeco Inc or Reconeco Outdoors) and our subsidiaries and affiliated companies (collectively, "Company," "we," or "us") collect, use, disclose, and otherwise process information about you. This Privacy Policy applies to information we collect when you access or use our websites (collectively, the "Website"), our mobile applications (the "App"), and our connected cameras and other devices ("Devices," and, together with the Website and App, the "Services"), or when you otherwise interact with us, such as through our customer support channels.

We may update this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Website or the App or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information directly from you when you create an account, request customer support, or otherwise communicate with us. The categories of information we collect include:

- **Identifiers:** We collect your name, email, phone number, and mailing address.
- **Financial Information:** We collect your payment information through third-party payment processors.
- **Communication Information:** We collect information included in your communications with us.
- **Other Information:** We may also collect any other information you choose to provide.

Information We Collect Automatically

We automatically collect the following categories of information:

- **Internet Activity Information:** We collect information about how you access our Website and App, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Website and App and how you interact with our communications, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Website.
- **Transaction Information:** When you purchase, exchange, or return a Device, we collect information about the transaction, such as Device details, purchase price, and the date and location of the transaction.
- **Location Information:** With your consent, we collect precise geolocation through the App. You can control or disable this feature through your settings. Some of our Devices also transmit precise geolocation information.
- **Video and Photo Information:** Some of our Devices capture videos and photos.
- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies, pixels, and SDKs, to collect information about your interactions with our Website, App, and communications.

Derived Information

We may derive information or draw inferences about you based on the information we collect. For example, we may infer that you are interested in certain Devices based on your browsing behavior and past purchases.

USE OF INFORMATION

We use the categories of information we collect for the following business and commercial purposes:

- **Service Delivery:** We use information to provide and maintain our Services, including to process payments and authenticate your account.
- **Communication:** We use information to communicate with you about the Company and our Services, including responding to inquiries and sending transactional messages.
- **Marketing and Advertising:** We use information to send direct marketing messages and target advertisements on third-party platforms and websites.
- **Conducting Analytics:** We use information to monitor and analyze Website and App trends and improve our Services.
- **Protection and Compliance:** We use information to detect, investigate, and help prevent security incidents and comply with our legal and financial obligations.

TARGETED ADVERTISING AND ANALYTICS

We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Website and App. This information is used to deliver advertising targeted to your interests and to analyze data trends.

You can also learn more about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes by companies that participate in the Digital Advertising Alliance of Canada, by visiting youradchoices.ca.

DISCLOSURE OF INFORMATION

We disclose the categories of information described above as follows:

- **Vendors:** We disclose information to vendors, service providers, and contractors that assist us with web hosting, payment processing, customer service, analytics, and marketing.
- **Advertising Partners:** We disclose information to third parties for marketing and advertising purposes.
- **Professional Advisors:** We disclose information to legal advisors and other professionals when necessary.
- **Legal Authorities:** We may disclose information if required by applicable Canadian law or in response to lawful requests by authorities.
- **Corporate Transactions:** We may disclose information in connection with mergers, acquisitions, or sales of company assets.
- **Affiliates:** We may disclose information within our company and any current or future affiliated businesses.
- **Consent:** We may disclose information when we have your consent or you direct us to do so.

We also disclose de-identified information that cannot reasonably be used to identify you.

TRANSFER OF INFORMATION

Company is headquartered in Canada and operates within Canadian jurisdiction. However, we may engage vendors and partners in other countries, and as a result, your personal information may be transferred to and processed in jurisdictions outside of Canada. When this occurs, we take appropriate steps to protect your information in accordance with applicable Canadian privacy laws.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at support@reconeco.com