



# DEETH & WHITE/FITZGERALD FUELS

860 Water Street, P.O. Box 2200

Peterborough, ON K9J 7Y4

## PRIVACY POLICY

In the regular course of doing business, we collect personal information from our customers. This policy answers some of your most frequently asked questions, and lets you know exactly how we're protecting the information you entrust to us.

### **What personal information do you collect about me?**

We collect the following information about you:

- address, postal codes and telephone numbers
- customer financial information (including payment card, credit card numbers and employment information)
- purchase history and product preferences

This information is kept as part of your customer account strictly for use by employees of Deeth & White/Fitzgerald Fuels and is protected by our company confidentiality policy and through system security authorized access.

When you visit our web site, we collect information including:

- your IP address and browser you use
- what pages you visit on our site and what links you click on

### **How do you use this information?**

The main reasons we collect personal information from you are:

- to complete a sale or transaction with you
- to verify your credit, if necessary
- to place special orders on your behalf
- to deliver products directly to you
- to limit the possibility of fraud when we process transactions relating to your account
- to evaluate the effectiveness of our website to ensure it is meeting the informational needs of our customers

If it's a necessary part of any of these transactions, we may disclose your information to another company for the following purpose(s):

- when you apply for credit so we can complete a credit check
- in completion of warranty or registration information for parts or equipment purchased through us
- in completion of rebate applications on your behalf, for parts or equipment purchased through us, to expedite the application process and to have the rebate forwarded directly to you
- in completion of applications for hydro permit(s) as required for certain equipment/appliance installations
- we may also pass on your name and address to a courier company to complete a delivery

We will disclose your personal information if we are required by law to do so.

### **How do you get my consent?**

When you provide us with personal information to complete a transaction, verify your credit, place an order, arrange for a delivery or return a purchase, we assume you consent to our collecting it and using it for that specific reason only.

Deeth & White/Fitzgerald Fuels does not currently participate in direct marketing programs that require the use of personal information. In the event that we begin to utilize such marketing/advertising platforms, we will be certain to notify our customers in advance and we will ask you directly for your consent either in person or in writing. We will provide you with an opportunity to say no. Saying no is called "opting out". We will note on the account your choice to "opt out" and your personal information will not be used or disseminated for marketing/advertising purposes.

### **How do I get more information?**

Our staff will be happy to answer any questions you may have about your personal information. If you would like more information about our policies, or you would like to see exactly what personal information we have about you in our records, or you wish to register a complaint, please contact:

Denice Maranduik, Operations Manager  
[denice@deethandwhite.com](mailto:denice@deethandwhite.com)  
Office: 705-745-0521

PO Box 2200, Stn Main  
Peterborough, ON  
K9J 7Y4

You can also contact the Office of the Privacy Commissioner of Canada for assistance between the hours of 9 am and 5 pm, at:

Toll-free: 1-800-282-1376  
Phone: (819) 994-5444  
Fax: (819) 994-5424  
TTY: (819) 994-6591  
<http://www.priv.gc.ca>

By mail at:  
30 Victoria Street  
Gatineau, Quebec  
K1A 1H3