

Cannabis NB Privacy Statement

This website (the "Website") is owned, operated and provided by Cannabis NB Ltd./Cannabis N.-B. Ltée, in conjunction with and on behalf of its subsidiaries, affiliates, related corporations and business names (collectively, "CNB"). CNB is committed to protecting the personal information of our customers, in compliance with the Right to Information and Protection of Privacy Act (RTIPPA), the Cannabis Management Corporation Act, and other applicable legislation. This privacy statement describes some of the types of information we collect from you, why we collect it, how we use it, and when we may share it with others. This document is not intended to describe every situation in which CNB collects personal information. Other than as permitted or required by law, the purpose for the collection, use and disclosure of personal information will be set-out at the time of collection.

You have choices about how you interact with CNB. By accessing, browsing, or using the Website, creating an account, or initiating an electronic transaction with CNB (collectively, the "Online Services") you acknowledge that you have read and accept this Privacy Statement and the [Terms and Conditions of Use](#). If you do not wish to provide the personal information required to purchase products online, you should discontinue your use of the Online Services. Cannabis products may also be purchased in person from one of our retail stores.

Personal Information We Collect

Personal information means recorded information about an identifiable individual such as your name, home address, home email address, credit card information, home telephone number, purchase habits or history, personal image, and other information about an identifiable individual, as defined in RTIPPA. General information such as the type of web browser version used when you visit our Website and aggregated statistical information regarding visit traffic on certain areas of the site, is not considered to be personal information.

CNB only collects personal information about you directly from you, and only if it relates directly to and is necessary to operate a service, program or activity of CNB, or otherwise as permitted or required by law.

When we collect personal information from you, we will provide you with a notice that explains our legal authority to collect your personal information, the purpose for which the information is being collected, and who to contact with questions. The personal information we collect from you is described in this section of the privacy statement.

Purchasing Cannabis Products at a CNB Retail Store

Before attempting to purchase cannabis products, you are required to show a valid government-issued photo identification document to verify that you are of legal age to

enter and make purchases in a CNB retail store. This information is never copied or recorded by CNB.

You may choose to provide us with your personal information for the following purposes:

- if you want us to look up your online account to assist you with your purchase or if you would like to link your retail purchase to your online account, you will need to provide your valid government-issued photo identification document, name and email address.
- if you choose to have your purchase or sales return receipt emailed to you, you will need to provide your email address.

Use of Video Surveillance

We operate video surveillance cameras in CNB retail stores. This video surveillance is necessary for the security and protection of all CNB staff, visitors and customers as well as for the prevention and detection of criminal activity. As such, while you are outside the entrances of our store or inside the store, your personal information, including your image, characteristics such as: sex, race, colour, or religion will be recorded by video surveillance cameras.

Communicating with us / Customer Service

When you contact our customer support centre, your call may be recorded or monitored for quality improvement and training purposes.

If you choose to submit an inquiry online using the 'contact us' form, we will use the personal information you provide to contact you and respond to your inquiry by email.

How We Use and Disclose Your Personal Information

We will only use or disclose your personal information for the same purpose or purposes for which we collected it, or for a consistent purpose, or if we obtain your express consent to use or disclose your personal information for another purpose that we have identified to you, or as otherwise required or permitted by law.

We may be required by law to disclose your personal information for example:

- to a law enforcement agency or a court if it is required to comply with a subpoena, warrant or court order or pursuant to a production order;
- for other purposes required or permitted by law, such as to the Federal Minister of Health as required by the Cannabis Act, or to the Provincial Minister of Health for research, public health surveillance and policy development, as permitted by the Cannabis Management Corporation Act.

In all cases, we use and disclose only the minimum amount of personal information for the legally permitted or required purpose. We will never sell or rent your personal information and we do not disclose personal information to any cannabis licensed producers.

Your Privacy and the Internet

Personal information, such as your name, phone number or email address, is not automatically gathered from you when visiting our Website. CNB only collects this type of information if you supply it to us voluntarily.

The information we gather from you automatically is described in this part of our privacy statement.

Cookies

Cookies are small data files that are sent to your browser. This Website uses 'session cookies', which help you navigate between pages efficiently and generally improve your browsing experience. Session cookies disappear at the end of your session. This Website also uses 'persistent cookies' which are stored on your computer's hard drive for some length of time – they identify unique users across browsing sessions (i.e. when you close and re-open your browser), but are only used for website analytics, as described below.

Cookies do not allow us to identify individuals. You may adjust your browser settings to reject cookies, if you choose. Some browsers can be set to accept all cookies, reject all cookies, or notify you when you receive cookies. If you choose to modify your browser, some pages of the Website may not function properly.

Web Server Logs

When you access the Website, our servers collect certain information about your internet connection and your browsing experience in their logs. This includes the IP address of your internet connection and information about what you access on the Website. IP addresses are unique numbers assigned by Internet Service Providers (ISPs) to all devices used to access the Internet. The IP address, on its own, does not identify an individual. However, in certain circumstances, such as with the co-operation of an ISP for example, it could be used to identify an individual using the Website. In this context, it could be considered personal information, particularly when combined with other data automatically collected when a visitor requests a webpage such as the page or pages visited, date and time of the visit.

We use this information only to manage the Website. We do not attempt to use this information to identify individuals visiting the Website, unless we detect an attempt to damage or violate the Website, or if a law enforcement investigation requires it. We protect and restrict access to this information.

Website Analytics

CNB uses Google Analytics, a service provided by Google Inc. to help us understand visitor activity in order to improve our Website. The Google Analytics service uses cookies to generate statistical information about visits to our Website. This information is sent to Google in the United States from your computer when you visit certain CNB web pages. Google collects this information on behalf of CNB and compiles statistical reports for our use. CNB uses this non-personal data to determine opportunities for improvement (for example, understanding webpages visited provides CNB with valuable information for improving the content and functionality on certain pages). The use of Google Analytics does not allow CNB to identify specific individuals.

The information sent to Google includes:

- the originating Internet Protocol (IP) Address, which is anonymized by Google once collected;
- the country, province and city associated with the IP Address;
- the date and time of the request;
- the type of browser and device used;
- the page(s) visited; and
- websites that referred you to the digital service

Additionally, CNB has enabled the following Advertising Reporting Features within Google Analytics: Demographics and Interest Reports. This allows Google to collect additional information from visitors with a DoubleClick cookie (web activity) and from Device Advertising IDs (app activity). Google and DoubleClick use information shared by sites and apps to deliver their services, maintain and improve them, develop new services, measure the effectiveness of advertising, protect against fraud and abuse, and personalize content and ads you see on Google and its partners' sites and apps. To see more on Google's ad personalization, and manage what you see, you can visit [Google Ad Settings](#). For more information on how Google uses information from sites or apps that use their services, you can visit [Google Privacy and Terms](#).

You can opt-out of Google Analytics activity if you choose by setting your browser to notify you when a Cookie is sent, and block analytics Cookies. Please consult your browser's Help Menu for instructions. Google currently offers a free [Google Analytics opt-out tool](#) for Chrome, Internet Explorer 8-11, Safari, Firefox and Opera that will automatically set up your browser to block analytics Cookies. Visiting our website with Google Analytics Cookies disabled will have no significant impact on your browsing experience.

For more information on Google's privacy policy, refer to the [Google Analytics Privacy Overview](#).

Links to other Websites

This Website may include links to websites operated by other public and/or private sector organizations. CNB is not responsible for the privacy practices or content of these external websites, and this Privacy Statement does not apply to these external websites.

Third Parties Acting on Our Behalf

CNB uses certain third parties to provide services on our behalf (e.g., credit card processing, application processing, order fulfillment, delivery, recruiting, background screening, customer service support, etc.). These service providers may have access to your personal information to the extent that it is needed to provide the services on CNB's behalf. Each of our service providers must contractually agree to comply with CNB's privacy and security standards, to perform services for CNB. However, CNB is not responsible for any failure of our service providers to comply with such standards. CNB is not liable for any harm or damages caused by our service providers, including any harm or damages associated with the use or potential disclosure of your personal information.

Protection of Personal Information

CNB is obligated by law to protect your personal information by making reasonable security arrangements against such risks as unauthorized access, use, disclosure or disposal. We protect the confidentiality, security and integrity your personal information using a combination of administrative, physical and technical safeguards that are appropriate given the nature of the information collected and handled by and on behalf of CNB. Any personal information you provide to CNB will be securely stored and transported and only accessed by those employees or agents who need to know the information to fulfill their duties. However, you should be aware that the Internet is not a private or secure medium. Therefore, CNB does not represent or warrant the complete security of any personal information that you provide to us through the Online Services. CNB is not liable for any harm or damages associated with the unauthorized access to, alteration of, or use of your personal information.

Inquiring About These Practices

For questions about this Privacy Statement, or to inquire about how your personal information is handled by CNB, you may contact the ANBL Privacy Officer at 506.452.6826

Changes to this Statement

CNB may, in our sole discretion, make changes to this Privacy Statement at any time without notice to you. Changes to this Privacy Statement may occur when we make changes to the Online Services, or other services we offer, to the personal information

we collect, or to our practices for handling your personal information. Your continued use of the Online Services after a revised Privacy Statement has been posted constitutes your consent to all terms and conditions of the revised Privacy Statement. A record of significant changes will be maintained and made accessible through the link below.

Privacy statement last updated on February 02, 2024