



Privacy Policy

Orangefish is protecting your privacy

We value you as our customer, and want to assure you we are committed to upholding the trust you've placed in us. We work hard to preserve the confidentiality, accuracy and security of your personal information.

What is personal information?

Personal information means any information about an identifiable individual. This includes information such as your name, address, telephone number, birth date, purchase information or e-mail address. As a customer, you provide Orangefish with this information in a variety of ways, such as registering an account on the website, entering contests, signing up for the eNewsletter or by making a purchase on www.orangefish.ca. In every case, Orangefish adheres to strict guidelines when dealing with your personal information.

Collecting your personal information

When you provide Orangefish with personal information, we inform you as to why we are collecting it. Orangefish obtains your consent for the collection of your personal information. In some instances, where the purpose for collection is obvious, your consent is implied. Orangefish asks for your permission to collect additional information that may be useful in serving you in the future.

Use of your Personal Information collected through eNewsletter Subscriptions

The information provided by you to subscribe to the Orangefish eNewsletter is collected by Orangefish to deliver the eNewsletter to your email address and maintain the accuracy of your information. If you wish to unsubscribe from our eNewsletter, please click the "unsubscribe" option that appears at the bottom of every eNewsletter.

Use of your Personal Information collected through "Your Account" registration

The information provided by you to have an account on Orangefish is collected by Orangefish to make your next online visit more convenient for you and maintain the accuracy of your information. If you wish to discontinue "Your Account", please click the "Discontinue Account" button that appears on "Your Account" page.

Use of your Personal Information collected through Shopping Transactions on this Website

The information provided by you to make a purchase on Orangefish.ca is collected by Orangefish to process your online transaction, ship your item(s), administer our post-purchase survey and maintain the accuracy of your information. In order to protect you and Orangefish from fraudulent transactions, Orangefish may provide your transaction-related information to a reputable third party organization to perform an address verification. This address verification is intended to ensure that the "bill to" address that you provide matches your credit card address.

Using and disclosing your personal information

Orangefish only uses and discloses your personal information for the marketing purposes identified to you when your consent was obtained.

Orangefish does not provide your personal information for marketing purposes of other organizations without your consent.

You can withdraw your consent for the use of your personal information at any time, subject to legal restrictions and upon reasonable notice to Orangefish. We will let you know of the implications of withdrawing your consent. Information may be retained by Orangefish for audit or archival purposes.

Effective Date: September 8, 2006

Maintaining and safeguarding your personal information

Orangefish strives to ensure that our security measures protect against loss, theft and unauthorized access, disclosure, use or modification of your personal information.

Orangefish limits access to your personal information to those Orangefish associates who may need it for use in accordance with the established privacy principles of Orangefish.

Orangefish keeps your information for as long as necessary and in order to service you better.

You are entitled to access your personal information

If you request access to your personal information, Orangefish responds to your request within 30 days.

There is no cost for reasonable requests unless you require copies of records. Orangefish advises you of the cost, if any, prior to copying those records.

Orangefish may not be able to provide you with access to your personal information where the information cannot be separated from the records of others, cannot be disclosed for reasons of security or commercial confidentiality, or is protected by legal privilege.

How to contact Orangefish

If you have any questions, concerns or complaints about privacy at Orangefish, or if you would like to withdraw your consent for the use of your personal information, or to obtain a copy of our Protection of Personal Information Principles, contact Orangefish at:

Orangefish

1824 Gerrard St East

Toronto On

M4L 2B4

Phone: (416) 607-6766

Toll Free: 1-866-434-6726

privacy@orangefish.ca

Frequently Asked Questions

Q: Do I have to give Orangefish my personal information in order to conduct business with Orangefish?

A: There are several instances where you are required to give us your personal information for operational and/or administrative purposes. For example, we require your personal information in order to manage your Orangefish account, or to deliver an item to you that you may have purchased. Giving us your personal information for these kinds of *primary* operational purposes is necessary to obtain certain products and services from Orangefish

However, agreeing to the use of your personal information for additional *secondary* marketing purposes is entirely up to you. You may contact Orangefish at any time to request that we not use your personal information for marketing purposes.

Q: What are the differences between primary and secondary purposes of personal information collection?

A: *Primary* purposes are those purposes that are operational and are absolutely necessary for Orangefish to be able to provide the products and/or services that you request from us. For example, a primary purpose for our collecting your address may be to ensure we can successfully deliver to your home an item you may have purchased.

Secondary purposes are any purposes that are over and above the primary/operational purposes, like sending you communications that may include notifications of sales, special events, store promotions and other exclusive offers.

Q: Will I be advised of the collection purposes prior to giving my consent?

A: Yes. When you fill out an Orangefish form that asks for your personal information (e.g. credit card form, account form, etc.) there is a privacy notice that outlines both our *primary* and *secondary* purposes for collecting your information.

Q: Why is it important to keep Orangefish up to date with regards to my personal information?

A: Keeping your personal information as accurate and up-to-date as possible ensures that you will get the best possible information and service offerings from Orangefish.

Q: What are my opt-out choices?

A: You can opt-out of receiving communications via specific contact channels. For example, you can choose to no longer receive the eNewsletter, but you may choose to continue receiving notification of sales and exclusive offers via mail.

Q: If I opt-out, how long will it take to stop receiving marketing materials after I contact you?

A: Many will stop immediately or within days, while others may take longer.

Q: May I review the personal information Orangefish has about me? Can I obtain copies of that information?

A: Yes. You can review the personal information we have about you on file by contacting Orangefish. There is no cost for reasonable requests for access to your personal information, but there may be a fee to supply you with copies of records. We will advise you of the fee, if any, at the time of your request.

Q: Where can I get a copy of Orangefish's Customer Privacy Policy?

A: There are two ways you can obtain our Customer Privacy Policy:

Contact Orangefish:

eMail: privacy@orangefish.ca

[Download the PDF version of our Customer Privacy Policy now](#)

Security

This website strives to protect your personal information. For security of transactions, we use the Secure Sockets Layer (SSL) protocol, which encrypts any information you send to us electronically. The encryption process protects your information, such as your credit card number, billing and shipping information by scrambling it before it is sent to us from your computer. Once the website receives your transmission, we make commercially reasonable efforts to ensure its security on our system. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while this website strives to protect your personal information, we cannot warrant the security of any information you transmit to us, and you do so at your own risk.

Unlawful Activities

This website reserves the right to co-operate with local, provincial, national and international authorities in investigations of improper or unlawful activities and this may require the disclosure of personal information. We may also report to other organizations about improper or unlawful user activities on this website and this reporting may include disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

Cookies

Your web browser places cookie files on your computer's hard drive. This website uses cookies to remember information you gave us so that you don't have to re-enter the information each time you visit this website. Cookies also help us understand which areas of our site are popular by showing us how you and others use our site. For more information about cookies and why they are used, please refer to our [cookies page](#).

About Any Other Information you send to this website

Apart from information relating to shopping orders, Your Account or eNewsletters, we do not collect or wish to receive any information or other materials from you through this website that may be considered personal, confidential or proprietary. All information and materials received (other than information concerning shopping orders, Your Account or eNewsletters) will be considered to be non-confidential, and you will be deemed to have granted to this website an irrevocable license and consent to use, copy, display, and distribute such information and materials for any purpose whatsoever. This website will not use your name in connection with such information or materials without your prior consent.