



where water meets modern®

Privacy Policy

Effective Date: August 1st, 2013

This Privacy Policy identifies how Blu Bathworks Inc. (together with its affiliates and subsidiaries, "**Blu**") collects, uses, discloses, and stores information ("**Customer Information**") collected from Blu customers and users of www.blubathworks.com (the "**Site**").

Customer information includes both personal (including but not limited to personally identifiable information) and non-personal information. Please note that all information submitted to Blu is non-confidential and non-proprietary and may be used by Blu in any manner whatsoever, subject to this Privacy Policy.

Use of the Site is governed by the Website Terms and Conditions (available from the Site). Blu may modify this Privacy Policy at any time without notice.

Collection of Customer Information

Blu collects Customer Information (1) when submitted to Blu in connection with a request for information or a transaction, whether such submission is person-to-person or via telephone, mail, email, or the Site, and (2) via industry-standard logging of information gathered in the operation of the Site, as set out in more detail below.

You may request that we delete your personal Customer Information we have on file by contacting us as set out below. We will comply with all reasonable requests, provided such Customer Information is not necessary for the completion of a pending transaction, to comply with a lawful requirement to disclose, or pertinent to a dispute.

Use and Disclosure of Customer Information

Subject to this Privacy Policy, and unless required by law, Blu will not disclose, share, or sell any Customer Information to any third party without your prior authorization. Customer Information collected by Blu is used by Blu in connection with requests for information, potential transactions, and transactions. In addition, Blu may use Customer Information for the purpose of market research, improving Blu products and service, and administering and improving Blu and the Site, generally. In certain circumstances, Blu may provide Customer Information to vendors who ship products or provide services directly to Blu customers.

Storage of Customer Information

Blu is committed to preventing unauthorized access to Customer Information and has implemented industry-standard measures to prevent such unauthorized access. Despite this, Blu does not guarantee the privacy or safety of any Customer Information.



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Collection of Customer Information Via Site

Blu collects domain names and Internet Protocol ("IP") addresses of Site users to assist in administering the Site, improving content, and gathering broad demographic information. Blu may link IP addresses to personally identifiable information of Site users submitted to Blu, for the purpose of verifying whether a visitor has opted to receive additional information from Blu. Blu may use cookies or similar files or scripts throughout the Site to enhance the convenience of using the Site or improve search functionality. Use of cookies or similar files or scripts by Blu can be controlled through the settings on your web browser.

Governing Law and Language

This Privacy Policy is governed by the laws in force in British Columbia, Canada and you hereby attorn to the non-exclusive jurisdiction of the courts of British Columbia, Canada. Any translation of this Privacy Policy is for non-official use only and the English version is to prevail in all circumstances.

Contacting Blu

Any requests in connection with your Customer Information (including copies, modification, and deletions) may be made via email to: info@blubathworks.com