

PRIVACY POLICY – LOCAL LINE

Websites covered: localline.ca, locallinesites.com, site.localline.ca, localline.co (collectively, the “Websites”).

Last Revised: September 15, 2025

Local Line Inc. (also referred to herein as “Local Line”, “us”, “we”, or “our”) is committed to protecting the privacy and security of your personal information. This Privacy Policy explains the types of personal information we collect, how we use it, and the steps we take to ensure your personal information is handled appropriately. Our policies and practices have been designed to comply with applicable privacy laws, including Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA), and—where applicable—the EU/UK General Data Protection Regulation (GDPR) and certain U.S. state privacy laws.

By accessing or otherwise using any of the Websites or any applications or services operated by us (the “Services”), you agree to be bound by this Privacy Policy. This Privacy Policy applies to personal information collected, used and maintained by us in conjunction with the use of our Services and Websites and to personal information that you otherwise provide to us.

1) Information we collect

We may collect the following categories of personal information (depending on how you interact with us):

- Account and contact details (e.g., name, email address, phone number, business name).
- Transaction and billing information (e.g., orders, invoices, payment method details processed by our payment processor).
- Support and communications (e.g., messages, feedback, and communications with us).
- Usage, device and technical information (e.g., IP address, cookie identifiers, device/browser type, pages viewed, links clicked, referring/exit pages, date/time stamps, and similar diagnostic data).
- Inference and preference information derived from other data (e.g., product interests).

We may combine information we collect from you with information we obtain from other sources (e.g., service providers) in accordance with this Privacy Policy.

2) How we use personal information (purposes)

We use personal information for the following purposes: to provide, operate and maintain the Services; to create and manage accounts; to process transactions and send related information; to communicate with you (including responding to inquiries and sending administrative or

service-related messages); to personalize and improve the Services; to provide customer support; to perform analytics and measure performance; to detect, prevent and address security or technical issues and fraud; to comply with legal obligations; and to protect our rights.

3) Cookies, advertising, and analytics

We and our service providers use cookies and similar technologies (e.g., pixels, local storage) to enable core functionality (such as authentication and preferences), understand how the Services are used, improve performance, and—where permitted—deliver and measure advertising, including cross-context behavioral advertising (also called targeted advertising). We display a cookie notice that links to this Privacy Policy; it does not currently provide per-category cookie preferences. You can control cookies through your browser settings.

When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email. We (or service providers on our behalf) may then send communications and marketing to these email. You may opt out of receiving this advertising by unsubscribing at the bottom of any of our emails. You also have the option to opt out of the collection of your personal data in compliance with GDPR. To exercise this option, please email us at info@localline.ca.

Datadog (Real User Monitoring & Session Replay)

We use Datadog's Real User Monitoring (RUM) and Session Replay to help us understand how visitors use our Websites, diagnose errors, and improve performance. These tools capture usage information such as pages viewed and user interactions (e.g., clicks and scrolls), together with browser/device details, approximate location, and performance metrics. Datadog provides privacy controls (including masking) designed to help prevent sensitive data from being collected. Session Replay data is stored on Datadog-managed cloud infrastructure with encryption at rest. For more information, please see Datadog's privacy and RUM documentation.

Advertising and remarketing

Where we use advertising or remarketing tools (for example, to show ads to visitors who have previously interacted with our Websites), these tools may set or read cookies and similar technologies on your device. You can opt out of our email marketing via the unsubscribe link in those emails and manage browser cookie settings as described above. Depending on your jurisdiction, you may also have additional rights to opt out of the sale or sharing of personal information or targeted advertising (see the "U.S. State Privacy Notice" below).

4) GDPR/UK GDPR – lawful bases & your EU/UK rights (where applicable)

Where the GDPR/UK GDPR applies, we process personal data only where we have a lawful basis: to perform a contract (e.g., to provide the Services); with your consent (e.g., marketing, non-

essential cookies); for our legitimate interests (e.g., to improve and secure our Services) provided those interests are not overridden by your rights; and to comply with legal obligations.

International transfers: Where we transfer personal data outside the EEA/UK, we use appropriate safeguards such as European Commission/UK-approved Standard Contractual Clauses or other legally valid transfer mechanisms.

Your rights include the right to access, correct, delete, restrict or object to processing, and data portability, and to withdraw consent at any time where processing is based on consent. You also have the right to lodge a complaint with your local supervisory authority.

5) U.S. State Privacy Notice

This section provides additional disclosures for residents of certain U.S. states (including California, Colorado, Connecticut, Texas, Virginia and others) whose laws grant specific privacy rights.

Categories, purposes, recipients, and retention

We collect the categories of personal information described in Section 1 for the business and commercial purposes described in Section 2. We may disclose personal information to service providers and other recipients as necessary to provide and improve the Services, for compliance, and for other purposes described in this Privacy Policy. We retain personal information for as long as needed to fulfill the purposes for which it was collected, to comply with legal obligations, resolve disputes, and enforce our agreements.

Sale/Share and Targeted Advertising

We may process personal information for cross-context behavioral advertising (targeted advertising). California law also defines certain data practices as a “sale” or “sharing” of personal information. Residents may have the right to opt out of targeted advertising and/or the sale or sharing of personal information.

- Opt-Out: Use our opt-out page at <https://www.localline.co/opt-out> or email info@localline.ca with your request.
- Global Privacy Control (GPC): Where required by law, we will honor GPC signals as an opt-out preference.

Your rights and how to exercise them

Depending on your state, you may have the right to request access, correction, deletion, portability, and to opt out of targeted advertising, sale/sharing, and certain profiling. To exercise your rights, contact us using the methods in the “Contact us” section below and state your request and jurisdiction. We will take steps to verify your identity and respond within the

timelines required by applicable law. If we deny your request, you may have the right to appeal—please respond to our decision indicating you wish to appeal.

6) Retention

We retain personal information for as long as necessary to provide the Services, comply with legal and reporting obligations, resolve disputes, protect our rights, and enforce agreements. We determine retention periods based on factors such as the nature of the data, the purposes of processing, and legal requirements.

7) Security

We employ administrative, organizational, and technical measures designed to protect personal information against unauthorized access, disclosure, alteration, and destruction. No method of transmission over the Internet or method of electronic storage is completely secure.

8) International transfers

Our service providers may be located outside of your province, state, or country, and your personal information may be transferred to and processed in those jurisdictions, which may have different data protection rules than your jurisdiction.

9) Access, corrections, and choices

You may request access to or correction of your personal information in our custody or control by contacting us as described below. You can opt out of receiving marketing emails at any time by using the unsubscribe link in those emails. Depending on your location, you may have additional rights described in Sections 4 and 5.

10) Children's privacy

Our Services are not directed to children. We do not knowingly collect personal information from children under 13 (or under 16 in the EEA/UK). If you believe a child has provided us personal information, please contact us and we will take appropriate steps to delete such information.

11) Customer Data (processor/service provider) vs. our own data (controller)

When a customer (e.g., a farm or buyer) submits personal information to our platform, we generally process that information on the customer's behalf as a processor/service provider under our agreement with that customer. This Privacy Policy describes how we process personal information as a controller for our Websites, accounts, and marketing activities; it does not apply to our processing as a processor/service provider.

12) Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will provide a prominent notice (e.g., in-app banner or email) before the changes take effect where required by law. The “Last Revised” date at the top indicates when this Privacy Policy was last updated.

13) Contact us

Email: info@localline.ca