

Privacy Policy

Rusco Electric Services ("Company," "we," "our," or "us") respects your privacy and is committed to protecting the personal information entrusted to us. This Privacy Policy explains how we collect, use, disclose, retain, and safeguard your personal information in accordance with applicable Canadian privacy laws, including the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and, where applicable, provincial privacy legislation. By accessing or using our website ("Website"), you acknowledge that you have read and understood this Privacy Policy.

Scope

This Privacy Policy applies to all personal information collected through:

- Our website
- Online forms
- Email correspondence
- Telephone communications
- Customer support interactions
- Business relationships
- Products and services offered by the Company

Accountability

The Company is responsible for the personal information under its control and has designated a privacy Officer responsible for ensuring compliance with applicable privacy legislation. Questions regarding this Privacy Policy should be directed to the Privacy Officer using the contact information provided below.

Information We Collect

Personal Information

Depending on your interaction with us, we may collect:

- Full name
- Business or organization name
- Job title
- Email address
- Telephone number

- Mailing address
- Billing and payment information
- Service requests
- Employment application information
- Customer correspondence
- Any information voluntarily submitted through forms or email

Technical Information

When you visit our Website, we may automatically collect:

- IP address
- Browser type
- Device type
- Operating system
- Internet service provider
- Pages visited
- Time spent on pages
- Referral source
- Date and time of access
- Website usage statistics

This information is generally collected using cookies and analytics technologies.

Consent

We collect, use, and disclose personal information with your knowledge and consent, except where otherwise permitted or required by law. Your consent may be:

- Express
- Implied
- Obtained electronically
- Obtained verbally
- Obtained through your continued use of our services where appropriate

You may withdraw your consent at any time, subject to legal or contractual restrictions.

Purposes for Collecting Personal Information

We collect personal information only for purposes that a reasonable person would consider appropriate, including:

- Providing products and services
- Responding to inquiries
- Managing customer relationships
- Processing transactions
- Delivering requested information
- Improving our Website
- Conducting analytics
- Sending newsletters or marketing communications (with consent where required)
- Managing recruitment activities
- Meeting legal and regulatory obligations
- Protecting our legal rights

We do not collect more information than is reasonably necessary.

Cookies and Analytics

Our Website uses cookies and similar technologies to:

- Improve Website functionality
- Remember user preferences
- Analyze Website performance
- Measure visitor engagement
- Enhance user experience

You may configure your browser to reject cookies; however, some Website features may not function properly. If we use third-party analytics services, they may collect anonymized information about Website usage.

Disclosure of Personal Information

We do not sell, rent, or trade your personal information.

We may disclose personal information to:

- Cloud hosting providers
- Payment processors
- IT service providers
- Marketing service providers
- Professional advisors
- Government or regulatory authorities where legally required
- Law enforcement agencies pursuant to lawful requests
- Successors in connection with mergers, acquisitions, or business transfers

All service providers are required to maintain appropriate safeguards to protect personal information.

Cross-Border Processing

Your personal information may be processed or stored outside your province or outside Canada by trusted service providers. Where this occurs, your information may become subject to the laws of the foreign jurisdiction. The Company takes reasonable contractual and technical measures to ensure that personal information remains protected regardless of where it is processed.

Protection of Personal Information

We maintain reasonable administrative, organizational, technical, and physical safeguards appropriate to the sensitivity of the information. Safeguards may include:

- Encryption
- Secure HTTPS communications
- Firewalls
- Access controls
- Multi-factor authentication
- Security monitoring
- Secure data storage
- Employee confidentiality obligations
- Regular security assessments

Although we employ commercially reasonable safeguards, no method of electronic transmission or storage is completely secure.

Retention

We retain personal information only as long as necessary to:

- Fulfill identified purposes
- Meet contractual obligations
- Comply with legal requirements
- Resolve disputes
- Enforce agreements

When personal information is no longer required, it is securely destroyed, deleted, or anonymized.

Access and Correction

Subject to applicable legal limitations, you may request:

- Access to your personal information
- Correction of inaccurate information
- Information regarding how your information has been used
- Information regarding organizations with whom your information has been shared where legally required

Requests should be submitted to our Privacy Officer. We may require verification of identity before responding.

Marketing Communications

Where permitted by Canada's Anti-Spam Legislation (CASL), we may send electronic communications relating to our services. You may withdraw your consent and unsubscribe at any time using the unsubscribe link included in our communications or by contacting us directly.

Third-Party Websites

Our Website may contain links to third-party websites. We are not responsible for the privacy practices, content, or security of external websites. Users are encouraged to review the privacy policies of those websites.

Privacy Breaches

If a privacy breach involving your personal information creates a real risk of significant harm, we will notify affected individuals and the appropriate regulatory authorities as required by applicable Canadian privacy legislation.

Changes to this Privacy Policy

We may revise this Privacy Policy from time to time to reflect changes in our business practices, technology, or legal requirements. Updated versions will be posted on this page together with the revised "Last Updated" date.

Continued use of the Website after changes have been published constitutes acceptance of the revised Privacy Policy.

Governing Law

This Privacy Policy shall be governed by and interpreted in accordance with the laws of the Province of **Ontario** and the federal laws of Canada applicable therein.

Your Acceptance

By accessing or using this Website, you acknowledge that you have read, understood, and agreed to this Privacy Policy. If you do not agree with this Privacy Policy, please discontinue use of the Website.