

Privacy Policy for Be Youthful Co

Effective Date: January 1, 2025

1. Introduction

Be Youthful Co (“we”, “us”, “our”) values your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard the personal information of visitors to our website (www.beyouthfulco.com) and customers in Canada, in accordance with the Personal Information Protection and Electronic Documents Act (“PIPEDA”). priv.gc.ca+2truevault.com+2

By using our website or our services, you agree to the collection and use of information in accordance with this policy.

2. Scope and Applicability

This policy applies to personal information collected from individuals in Canada in the course of our commercial activities. If you are located outside Canada, please note that other privacy laws may also apply.

3. Accountability

We have appointed Kerry Parke as our Privacy Officer who is responsible for ensuring compliance with this policy and with PIPEDA’s principles. You may contact our Privacy Officer at:

Email: kerry@2vita.com

Mailing Address: 300 Rossland Rd E, Ajax, ON L1Z 0K4

We take responsibility for all personal information under our control and require our service providers to protect that information appropriately. priv.gc.ca+1

4. What Personal Information We Collect

We collect personal information that is reasonably required for the purposes identified below. This may include:

- Contact information: name, email address, phone number, mailing address
- Account or transaction information: payment details, order history
- Website usage information: IP address, device/browser data, cookies, analytics data
- Marketing and communications preferences
- Any other information you voluntarily provide to us (e.g., through forms, surveys, customer service interactions)

5. Why We Collect It / Identifying Purposes

We collect and use personal information for the following purposes (or as otherwise described at the time of collection):

- To provide, administer and improve our products and services
- To process orders, payments and fulfill purchases
- To contact you (e.g., confirmation emails, customer service)
- To manage your account and provide support
- To send marketing communications (with your consent)

- To monitor website usage and improve our website and marketing efforts
 - To comply with legal or regulatory obligations
- We identify the purposes for which personal information is collected **at or before** the time of collection. [priv.gc.ca+1](#)

6. Consent

We will obtain your consent for the collection, use or disclosure of personal information, except where otherwise permitted by law. Consent may be expressed or implied depending on the circumstance. You may withdraw your consent at any time by contacting the Privacy Officer (but withdrawal may affect our ability to provide you with certain services). [usercentrics.com+1](#)

7. Limiting Collection, Use, Disclosure, Retention

- We limit the collection of personal information to that which is necessary for the identified purposes. [Cookiebot](#)
- We will not use or disclose personal information for purposes other than those for which it was collected, unless we obtain further consent or are legally permitted.
- We retain personal information only as long as necessary to fulfill the identified purposes or as required by law, and then securely delete or anonymize it.

8. Accuracy

We endeavour to keep personal information accurate, complete and up-to-date as necessary for the identified purposes. You can request correction of your personal information by contacting us. [priv.gc.ca](#)

9. Safeguards

We maintain appropriate security safeguards—technical, administrative and physical—proportionate to the sensitivity of the information to protect against unauthorized access, disclosure, copying, use or modification of personal information. [priv.gc.ca+1](#)

10. Openness

We make information about our privacy practices readily available to individuals. This policy describes how you can contact us, what personal information we collect, how we use it, who we share it with, how you access or correct it, and how we safeguard it. [Termageddon](#)

11. Individual Access and Correction

Upon request, we will inform you about the existence, use and disclosure of your personal information, and provide access to it (subject to permitted exceptions). You may challenge the accuracy or completeness of the information and request correction. [priv.gc.ca+1](#)

12. Transfer, Third-Party Disclosure and International Transfers

- We may share your personal information with service providers, affiliates or other third parties, strictly for the purposes described above and subject to confidentiality or other agreements designed to safeguard the data.

- If personal information is transferred across borders (e.g., to service providers outside Canada), we will take reasonable steps to ensure that it remains protected under standards comparable to those required by Canadian law.

13. Cookies and Tracking Technologies

We (and our third-party service providers) use cookies, pixel tags and similar technologies to track website usage, manage subscriptions, personalize your experience and for marketing purposes. You may disable cookies via your browser settings, but this may affect functionality and experience.

14. Marketing Communications and Opt-Out

We may send you marketing communications where you have provided your consent. You may opt-out of receiving such communications at any time by following the “unsubscribe” instructions in the email or by contacting us at the Privacy Officer.

15. Children

Our website and services are **not directed** at children under the age of [insert age, e.g., 16 or 18] (as applicable). If you are under [age], please do not provide us with personal information. If we become aware that we have collected personal information from a child under [age], we will take steps to delete that information.

16. Changes to This Privacy Policy

We may update this policy from time to time. We will post the revised policy on this website and update the “Effective Date” above. Your continued use of the website after such changes constitutes your acceptance of the updated policy.

17. Contact Us

If you have questions or concerns about this Privacy Policy, your personal information or our practices, please contact our Privacy Officer at:

Email: kerry@2vita.com

Telephone: (289) 660-2761

Mailing Address: 300 Rossland Rd E, Ajax, ON L1Z 0K4