

PRIVACY POLICY

POESIA MESTIZA COFFEE

Last Updated: June 18, 2025

POESIA MESTIZA COFFEE ("we," "us," or "our"), a sole proprietorship owned by Kevin Silva Zarate and operating in Ontario, Canada, is committed to protecting the personal information of our customers and website visitors. This Privacy Policy explains how we collect, use, disclose, and protect your personal information in accordance with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable Ontario laws.

By using our website and services, you consent to the practices described in this Privacy Policy.

1. Accountability

Kevin Silva Zarate is the designated Privacy Officer responsible for POESIA MESTIZA COFFEE's compliance with PIPEDA and this Privacy Policy.

For all privacy-related inquiries, requests, or complaints, please contact:

Privacy Officer: Kevin Silva Zarate

Email: hello@poesiamestizacoffee.com

Address: 255 Richmond Street East, M5A 4T7, Toronto, Ontario, Canada

2. What Personal Information We Collect

We only collect personal information that is necessary for providing our products and services. This may include:

2.1 Information You Provide Directly

- Full name and contact information (email address, phone number, shipping and billing address);
- Payment information (processed securely by Stripe — we do not store your full card details);
- Account credentials, if you create an account on our website;
- Communications you send us (emails, support requests, feedback).

2.2 Information Collected Automatically

- IP address and browser type;
 - Pages visited, time spent on pages, and navigation patterns (via Google Analytics);
 - Device type and operating system;
 - Cookies and similar tracking technologies (see Section 7).
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3. Purposes of Collection — Why We Collect Your Information

We collect and use personal information only for specific, identified purposes, including:

- Processing, fulfilling, and shipping your orders;
- Sending order confirmations, shipping notifications, and transactional emails;
- Processing payments securely through Stripe;
- Providing customer support and responding to your inquiries;
- Sending commercial electronic messages (newsletters, promotions) where you have provided consent, in accordance with CASL;
- Analyzing website usage and improving user experience (via Google Analytics);
- Delivering targeted advertising (via Meta/Facebook Pixel), where applicable and consented;
- Complying with applicable legal obligations;
- Detecting and preventing fraud or unauthorized use of our services.

We will not use your personal information for any new purpose without first obtaining your consent or as otherwise permitted by law.

4. Consent

We obtain your consent before or at the time of collecting personal information. The form of consent may vary depending on the sensitivity of the information and the circumstances of collection:

- Express consent: For marketing emails and non-essential cookies, we obtain your explicit opt-in consent.
- Implied consent: For transactional purposes (processing your order), your consent is implied by your act of placing an order.

You may withdraw your consent at any time by contacting us at hello@poesiamestizacoffee.com or by using the opt-out mechanisms described in this policy (e.g., unsubscribe links in emails). Please note that withdrawing consent for certain uses may limit our ability to provide some services.

5. Limiting Collection

We collect only the personal information that is necessary for the identified purposes. We do not collect information indiscriminately. We do not collect sensitive personal information (such as health or financial data beyond what is required for payment processing) unless strictly necessary.

6. Retention and Disposal

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable law (e.g., tax records may be retained for up to 7 years in accordance with the Income Tax Act of Canada).

When personal information is no longer required, we securely destroy or anonymize it using industry-standard methods to prevent unauthorized access.

- Order data: Retained for 7 years for legal and tax compliance;
 - Marketing preferences: Retained until you withdraw consent;
 - Customer support communications: Retained for 2 years from the date of resolution;
 - Website analytics data: Subject to Google Analytics and Meta data retention settings.
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7. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to improve your experience and analyze website traffic. The cookies we use include:

7.1 Essential Cookies

Necessary for the basic functionality of our website (e.g., maintaining your shopping cart). These cannot be disabled without affecting core functionality.

7.2 Analytics Cookies — Google Analytics

We use Google Analytics to understand how visitors interact with our website. Google Analytics collects information such as pages visited, time spent on site, and traffic sources. This data is aggregated and anonymized. Google Analytics may transfer data to servers outside Canada.

You can opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on: <https://tools.google.com/dlpage/gaoptout>

7.3 Advertising and Tracking Pixels — Meta (Facebook) Pixel

We use the Meta Pixel to measure the effectiveness of our advertising on Facebook and Instagram, and to serve targeted advertisements to people who have visited our website. The Meta Pixel may collect your IP address, browser type, and on-site behavior.

You can manage your Meta advertising preferences at: <https://www.facebook.com/privacy/policy/>

You can also opt out of interest-based advertising through the Digital Advertising Alliance of Canada (DAAC): <https://youradchoices.ca/>

7.4 Cookie Management

You can control and manage cookies through your browser settings. Please note that disabling cookies may affect the functionality of our website. A cookie consent banner is displayed on your first visit to allow you to manage your cookie preferences.

8. Accuracy

We take reasonable steps to ensure that the personal information we hold is accurate, complete, and up to date. If you believe that any information we hold about you is incorrect or outdated, please contact us at hello@poesiamestizacoffee.com and we will correct it promptly.

9. Safeguards

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction. These measures include:

- SSL/TLS encryption for data transmitted through our website;
- Secure payment processing through Stripe (PCI-DSS compliant);
- Password-protected systems and restricted access to personal information;
- Regular security assessments of our systems.

While we take reasonable precautions, no method of transmission over the internet or method of electronic storage is 100% secure. In the event of a privacy breach that poses a real risk of significant harm to individuals, we will notify the Office of the Privacy Commissioner of Canada and affected individuals as required under PIPEDA.

10. Third-Party Service Providers

We may share your personal information with trusted third-party service providers who assist us in operating our business, subject to confidentiality agreements and only to the extent necessary to perform their services:

- Stripe, Inc. — payment processing (stripe.com/en-ca/privacy);
- Google LLC — analytics and advertising (policies.google.com/privacy);
- Meta Platforms, Inc. — advertising and analytics (facebook.com/privacy/policy);
- Shipping carriers — to deliver your orders (e.g., Canada Post, Purolator, or similar).

These third parties may be located outside Canada. By using our services, you consent to the transfer of your information to these providers, which may be subject to the laws of other jurisdictions (including the United States).

We do not sell your personal information to third parties.

11. Individual Access Rights

Under PIPEDA, you have the right to:

- Request access to the personal information we hold about you;
- Request correction of inaccurate or incomplete information;
- Know how your personal information is being used and with whom it has been shared;

- Withdraw your consent to the use of your personal information at any time (subject to legal or contractual restrictions).

To exercise any of these rights, please submit a written request to:

Privacy Officer: Kevin Silva Zarate

Email: hello@poesiamestizacoffee.com

We will respond to your request within 30 days. In some cases, we may request additional information to verify your identity before processing your request. We reserve the right to decline requests that are unreasonable, repetitive, or technically impossible.

12. Privacy Breach Notification

In the event of a breach of security involving your personal information that poses a real risk of significant harm, we will:

- Notify the Office of the Privacy Commissioner of Canada as soon as feasible;
- Notify you directly, with a description of the breach and the steps taken to address it;
- Maintain a record of all privacy breaches, as required under PIPEDA.

Failure to comply with these obligations can result in fines of up to \$100,000 CAD per violation under PIPEDA.

13. Challenging Compliance

You have the right to challenge our compliance with this Privacy Policy and PIPEDA. If you have a concern or complaint about how we handle your personal information, please contact our Privacy Officer at hello@poesiamestizacoffee.com.

If you are not satisfied with our response, you may file a complaint with the Office of the Privacy Commissioner of Canada:

- Website: <https://www.priv.gc.ca>
 - Toll-free: 1-800-282-1376
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14. Children's Privacy

Our website and services are not directed to children under the age of 13. We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us immediately and we will take steps to delete that information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. Any material changes will be posted on this page with an updated 'Last Updated' date. We encourage you to review this policy periodically.

Your continued use of our website after any changes constitutes your acceptance of the revised Privacy Policy.

16. Contact Us

For any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact:

POESIA MESTIZA COFFEE

Privacy Officer: Kevin Silva Zarate

Address: 255 Richmond Street East, M5A 4T7, Toronto, Ontario, Canada

Email: hello@poesiamestizacoffee.com