

ContractWell Privacy Policy

Effective Date: May 2025

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ContractWell Corp. ("ContractWell," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal information when you access or use our website, purchase our digital contract templates, or engage with us in any way. This policy also outlines your rights in relation to your personal data and how you can exercise those rights.

We are a Canadian corporation operating through a Shopify-hosted platform and offering digital legal resources to businesses across North America. While our templates are designed to reflect strong legal standards, we are not providing legal services and no lawyer-client relationship is created by your use of this website or our products.

1. PURPOSE OF THIS PRIVACY POLICY

The purpose of this Privacy Policy is to clearly explain how we handle your personal data and to ensure that you understand your rights and choices. We believe transparency is foundational to trust, especially given the nature of our business. Whether you're browsing our website or purchasing a digital legal template, we want you to know exactly how your information is being collected, why we need it, how it's used, and under what conditions it might be shared.

This policy is written in alignment with major data protection frameworks such as the Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada, the California Consumer Privacy Act (CCPA) in the U.S., and, where applicable, the General Data Protection Regulation (GDPR) in the EU.

2. WHO WE ARE & PLATFORM HOSTING

ContractWell Corp. is the legal entity that owns and operates the ContractWell.com website. We specialize in offering downloadable, lawyer-grade legal templates to startups, entrepreneurs, and small businesses. Our platform is hosted by Shopify Inc., a leading global e-commerce provider.

Shopify stores and processes your data on secure servers, and we rely on its built-in security measures and privacy infrastructure to ensure your personal data is well-protected. Shopify's platform includes encrypted payment processing, data storage, and third-party app integrations. For more details, refer to Shopify's Privacy Policy.

3. INFORMATION WE COLLECT

We collect personal data in order to operate effectively and provide you with a secure, customized, and efficient shopping experience. Depending on how you interact with us, we may collect information that you voluntarily provide, such as your name, email address, shipping and billing information, and communications with our support team. This also includes preferences for receiving communications, survey responses, or information submitted through forms.

We also collect information automatically when you interact with our website. This includes your IP address, browser type, operating system, referring URLs, and browsing activity across our website.

Cookies or similar technologies may also be used to recognize your device, personalize your experience, and analyze trends.

From time to time, you may choose to provide additional information when entering contests, participating in surveys, or joining mailing lists. All such information is collected with your consent and used only for the stated purposes.

4. LEGAL BASES FOR PROCESSING PERSONAL INFORMATION

We collect and process your personal data based on valid legal grounds. This includes your explicit consent, such as when you sign up for our newsletter or fill out a form. It also includes our need to process information in order to perform a contract with you, such as fulfilling your purchase and delivering your digital product.

We may process data to comply with legal obligations, including accounting, tax reporting, and fraud prevention. In some cases, we may rely on our legitimate business interests to improve our services, respond to inquiries, and manage internal operations, provided those interests are not overridden by your rights or interests.

5. HOW WE USE YOUR INFORMATION

We use your personal data to fulfill your purchases and provide you with access to the digital legal templates you've selected. We also use this information to confirm your order, send receipts, and offer customer support.

Your information helps us keep your account up to date and respond to inquiries effectively. It also allows us to send service-related notifications, product updates, and marketing communications—provided you have opted in to receive them.

We use analytics to understand how visitors interact with our website, which helps us improve functionality, enhance content, and identify areas for optimization. We may use personal data to meet legal requirements or defend against claims. At all times, your information is used in a manner that is proportionate, transparent, and aligned with your expectations.

We do not sell your information to third parties, nor do we engage in profiling or automated decision-making.

6. COOKIES AND TRACKING TECHNOLOGIES

Cookies are small data files placed on your device when you visit a website. We use cookies to authenticate your session, remember your preferences, and keep track of items in your shopping cart. Cookies also allow us to understand your behavior on our website, such as which pages you visit or how long you stay on each page.

These technologies help us analyze trends, improve performance, and deliver personalized content. Some cookies are necessary for the site to function, while others are used for analytics and marketing.

You may disable cookies through your browser settings, though this may affect your ability to complete purchases or use certain features. By continuing to use our website without disabling cookies, you consent to our use of tracking technologies in accordance with this Privacy Policy.

7. DISCLOSURE OF YOUR INFORMATION

We will never sell your personal data. However, we may share it in limited circumstances with trusted third parties who help us operate our business:

Purpose	Shared With	Legal Basis
Payment Processing	Shopify, PayPal, Apple Pay	Contract
Customer Communication	Email providers (e.g., Klaviyo)	Consent
Analytics	Google Analytics, Hotjar	Legitimate Interests
Legal Compliance	Government agencies, courts	Legal Obligation
Affiliate Referrals	Approved affiliate marketers	Consent
Business Transfers	Successor entity (if we are sold or merged)	Legitimate Interests

All vendors and partners are required to maintain confidentiality and security standards consistent with this Privacy Policy.

8. DATA STORAGE, SECURITY & BREACH NOTIFICATION

We store your personal data securely using Shopify's infrastructure and trusted third-party service providers. We employ safeguards such as SSL encryption, secure payment gateways, and access controls to protect your information.

In the unlikely event of a data breach that poses a risk to your privacy, we will notify you and any relevant authorities within 72 hours of discovering the issue. We take your data protection seriously and are committed to ensuring that your information remains safe.

9. DATA RETENTION

We retain your personal data for only as long as necessary to meet the purposes outlined in this Privacy Policy. This includes fulfilling your orders, maintaining transaction records, complying with legal obligations, and resolving disputes.

If you request deletion of your personal data, we will take reasonable steps to remove it from our systems unless we are legally required to retain it. Please note that if your data has been shared with third-party providers, you may need to contact them directly to request removal from their systems.

10. YOUR RIGHTS

Depending on your jurisdiction, you have specific rights regarding your personal data. You have the right to request access to the personal data we hold about you and to ask that we update or correct any inaccurate information.

You may also request the deletion of your personal data, object to how it is used, restrict its processing, or withdraw your consent where applicable. If you wish to receive a digital copy of your data or transfer it to another service provider, we can facilitate that, provided it does not infringe on the rights of others or violate legal obligations.

To exercise any of these rights, please email us at contract.well@contractwell.ca. We may ask you to verify your identity before processing your request to ensure your information is protected.

11. INTERNATIONAL TRANSFERS

Your information may be processed or stored outside of your home jurisdiction, including in the United States. We take steps to ensure that international transfers are carried out in accordance with applicable data protection laws. This may include the use of standard contractual clauses or reliance on Shopify's infrastructure, which is designed to meet global privacy standards.

12. CHILDREN'S PRIVACY

Our website and services are not intended for children under the age of 16. We do not knowingly collect personal information from minors. If we learn that we have inadvertently collected information from a child, we will delete it promptly. If you believe a child has provided us with personal data, please contact us immediately.

13. MARKETING COMMUNICATIONS

If you choose to receive marketing communications from us, we may send you newsletters, updates, or promotional offers. You may opt out of these communications at any time by clicking the "unsubscribe" link in the email or by contacting us directly.

Please note that opting out of marketing communications will not affect transactional messages related to your orders, such as order confirmations or support emails.

14. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically to reflect changes in our practices, applicable laws, or technological developments. When we make significant changes, we will update the "Last Updated" date at the top of this page and may notify you through email or a banner on our site.

We encourage you to review this Privacy Policy regularly so you remain informed about how we protect your data.

15. CONTACT US

If you have any questions, feedback, or concerns about how we handle your personal data or this Privacy Policy, you may contact us at:

Email: contract.well@contractwell.ca

