

ZSE ECOSYSTEM

VENDOR & AGENT PRIVACY POLICY

Effective Date: November 1, 2026

Last Updated: October 6, 2026

1. INTRODUCTION

Zhoosh Service Enterprise Inc. ("ZSE," "we," "us," or "our") is committed to protecting the privacy, confidentiality, and security of information provided by businesses, Vendors, Agents, representatives, and authorized users who participate in the **ZSE Ecosystem**.

The ZSE Ecosystem is designed to connect clients with qualified businesses and service providers, create opportunities for businesses to offer and sell their products and services, and provide a centralized environment through which clients, Vendors, Agents, and ZSE may communicate and conduct business-related activities.

This Vendor & Agent Privacy Policy explains how ZSE collects, uses, stores, protects, and discloses information relating to Vendors and Agents who register for or use the ZSE Ecosystem.

By registering as a Vendor or Agent, creating an account, maintaining a profile, submitting information, or using the ZSE Ecosystem, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of your information as described in this Policy, subject to applicable law.

2. OUR PRIVACY COMMITMENT

ZSE believes that participation in the ZSE Ecosystem should provide businesses with meaningful opportunities while maintaining a high standard of privacy and information security.

ZSE will not sell, trade, rent, or otherwise commercially disclose your personal information to third parties for their independent marketing purposes.

Information provided by a Vendor or Agent will be used primarily to:

- establish and administer the Vendor or Agent account;
- create and maintain the Vendor or Agent's business profile within the ZSE Ecosystem;
- make the Vendor or Agent's approved business information and services visible to eligible clients;
- identify and promote the Vendor or Agent within the ZSE Ecosystem;

- facilitate opportunities for the Vendor or Agent to receive inquiries, leads, requests, and potential sales;
- facilitate communications between ZSE, Vendors, Agents, and clients;
- enable Vendors and Agents to communicate with persons or organizations through the ZSE Ecosystem where the system permits such communication;
- administer transactions, service requests, inquiries, appointments, projects, or other activities conducted through the Ecosystem;
- maintain the security, integrity, functionality, and performance of the ZSE Ecosystem;
- verify, qualify, monitor, and administer Vendor and Agent participation;
- improve ZSE's services, systems, marketplace, and user experience;
- comply with legal, regulatory, contractual, accounting, security, or other legitimate business requirements; and
- protect ZSE, its users, Vendors, Agents, clients, and the integrity of the Ecosystem.

ZSE's existing privacy framework similarly states that personal information is not shared, disclosed, traded, or sold and that information may be used to maintain accounts, communicate with users, provide requested services, improve services, and administer the website.

3. WHO THIS POLICY APPLIES TO

This Policy applies to:

- Vendors registered in the ZSE Ecosystem;
- Agents registered or authorized to operate within the ZSE Ecosystem;
- business owners and principals;
- employees, representatives, and authorized personnel using a Vendor or Agent account;
- independent contractors or other persons authorized by a Vendor or Agent to use the Ecosystem on its behalf; and
- individuals whose personal information is submitted by a Vendor or Agent in connection with its participation in the Ecosystem.

For purposes of this Policy:

"Vendor"

means a business, organization, professional, supplier, contractor, or service provider that offers products or services to clients through or in connection with the ZSE Ecosystem.

"Agent"

means an individual or organization authorized to act on behalf of a Vendor or otherwise perform an approved business or service function within the ZSE Ecosystem.

"Client"

means an individual, business, organization, or other eligible user who accesses the ZSE Ecosystem for the purpose of exploring, requesting, purchasing, or obtaining products or services.

4. INFORMATION WE MAY COLLECT

ZSE will collect information reasonably necessary to establish, operate, support, secure, and improve a Vendor or Agent's participation in the Ecosystem.

Depending on the nature of the Vendor or Agent relationship, this may include:

A. Business Information

- legal business name;
- operating or trade name;
- business description;
- business address;
- telephone numbers;
- business email addresses;
- website and social media information;
- business categories;
- products and services offered;
- service areas;
- business hours;
- logos, photographs, documents, and other business materials;
- professional qualifications, certifications, licences, or registrations where applicable;
- business registration information;
- areas of specialization;
- pricing or service information where provided; and
- other information necessary to establish and promote the Vendor or Agent profile.

B. Individual Account Information

Where an individual is responsible for a Vendor or Agent account, ZSE may collect:

- name;
- position or title;
- email address;
- telephone number;
- username;
- login credentials;

- account preferences;
- communications with ZSE; and
- information necessary to authenticate and administer the account.

C. Transaction and Ecosystem Activity

Where applicable, ZSE may collect information relating to:

- service requests;
- inquiries;
- leads;
- proposals;
- purchases or transactions;
- communications;
- appointments;
- orders;
- service history;
- ratings or reviews;
- customer interactions;
- account activity; and
- other business activities conducted through the Ecosystem.

D. Technical and Usage Information

ZSE may collect technical information necessary to operate and secure the Ecosystem, including:

- IP address;
- browser type;
- device information;
- operating system;
- login and session information;
- pages or features accessed;
- dates and times of access;
- security logs;
- error information; and
- information collected through cookies or similar technologies.

ZSE's existing privacy policy explains that cookies may be used to maintain sessions, improve service, remember information, analyze use, and provide more relevant content.

5. INFORMATION WE DO NOT INTEND TO COLLECT

ZSE does not seek to collect sensitive personal information unless it is reasonably necessary for a specific and legitimate purpose and permitted by applicable law.

Vendors and Agents should not submit sensitive personal information through the Ecosystem unless specifically requested and authorized by ZSE for a legitimate business, legal, security, or service purpose.

Examples may include:

- government identification numbers;
- health information;
- financial account credentials;
- passwords;
- highly sensitive personal records; or
- other information unrelated to the Vendor or Agent's legitimate participation in the Ecosystem.

Where payment information is required for a transaction, ZSE will use appropriate payment-processing arrangements and security controls. Vendors and Agents should not place payment-card information or other confidential financial credentials in general profile fields, messages, or documents unless the Ecosystem specifically provides a secure mechanism for doing so.

6. WHY ZSE USES VENDOR AND AGENT INFORMATION

The principal purpose of collecting Vendor and Agent information is to make legitimate business opportunities possible within the ZSE Ecosystem.

ZSE may use information to:

Promote Your Business

Your approved business information may be displayed within the ZSE Ecosystem so eligible clients can discover your company, understand the products or services you provide, and determine whether to request your services.

Create Business Opportunities

Your business profile may be presented to clients whose needs correspond to your products, services, qualifications, location, category, or areas of expertise.

Facilitate Sales

ZSE may facilitate communications, inquiries, service requests, quotations, appointments, transactions, and other activities that may result in business opportunities for Vendors and Agents.

Facilitate Communication

The Ecosystem may allow ZSE, clients, Vendors, and Agents to communicate with one another concerning services, products, requests, transactions, appointments, projects, account matters, or other legitimate activities.

Administer the Ecosystem

ZSE may use information to manage accounts, authenticate users, verify information, provide support, maintain records, monitor activity, administer the marketplace, and maintain the quality and integrity of the Ecosystem.

Improve the Ecosystem

ZSE may analyze aggregated or appropriately de-identified information to understand how the Ecosystem is being used and to improve its features, services, marketplace categories, communications, and overall user experience.

7. YOUR BUSINESS PROFILE AND PUBLIC VISIBILITY

A fundamental purpose of joining the ZSE Ecosystem as a Vendor or Agent is to make your business and services discoverable to eligible clients.

Accordingly, information specifically designated for publication or inclusion in a Vendor or Agent profile may be visible to:

- eligible ZSE clients;
- ZSE administrators;
- authorized ZSE personnel;
- other authorized Ecosystem users, where appropriate; and
- persons accessing a portion of the Ecosystem that ZSE has designated as publicly accessible.

This may include your:

- company name;
- logo;

- business description;
- service categories;
- products and services;
- service area;
- business contact information;
- website;
- approved photographs;
- qualifications or certifications;
- ratings or reviews; and
- other information you intentionally provide for business promotion.

Vendors and Agents are responsible for reviewing the information they submit and ensuring that they have the right to provide ZSE with any business information, photographs, logos, trademarks, employee information, or other materials submitted to the Ecosystem.

8. INFORMATION ABOUT YOUR CLIENTS

A Vendor or Agent may receive personal information about a client as a result of a service request, inquiry, transaction, communication, or other activity within the Ecosystem.

When a Vendor or Agent receives client information through ZSE, the Vendor or Agent must:

- use the information only for the legitimate purpose for which it was provided;
- protect the information against unauthorized access or disclosure;
- not sell, rent, trade, or misuse the information;
- not use the information for unrelated marketing without appropriate consent;
- not disclose the information to unauthorized persons;
- comply with applicable privacy and data-protection laws; and
- securely delete or dispose of the information when it is no longer required, subject to legal or contractual retention requirements.

Participation in the ZSE Ecosystem does not give a Vendor or Agent unrestricted rights to use client information.

9. COMMUNICATIONS

ZSE may communicate with Vendors and Agents regarding:

- account registration;
- account verification;
- service requests;
- leads;
- transactions;
- system notices;
- security matters;
- policy changes;
- technical issues;
- support;
- billing or account administration;
- new Ecosystem features;
- products and services;
- business opportunities; and
- other matters relating to the Vendor or Agent's participation in the Ecosystem.

Where applicable, ZSE will provide appropriate choices regarding promotional or marketing communications.

Operational, security, transactional, and account-related communications may continue to be sent where reasonably necessary to administer the Vendor or Agent relationship.

10. CONSENT

ZSE will seek consent for the collection, use, and disclosure of personal information in accordance with applicable privacy laws.

By registering for a Vendor or Agent account and submitting information to the ZSE Ecosystem, you consent to ZSE collecting, using, storing, and disclosing your information for the purposes described in this Policy, subject to applicable law.

Where consent is required for a new or materially different purpose, ZSE will seek additional consent unless the law permits the use or disclosure without consent.

Vendors and Agents may withdraw consent to certain uses of their personal information, subject to legal, contractual, operational, security, and other legitimate requirements.

Withdrawal of consent may affect ZSE's ability to maintain an account or provide certain Ecosystem services.

11. LIMITING COLLECTION

ZSE will make reasonable efforts to collect only information that is necessary for identified and legitimate purposes.

The Office of the Privacy Commissioner of Canada identifies limiting collection as one of the core fair information principles under PIPEDA and states that organizations should collect information necessary for identified purposes through fair and lawful means.

ZSE will not intentionally collect personal information indiscriminately.

12. DISCLOSURE OF INFORMATION

ZSE does **not** sell or trade Vendor or Agent personal information.

ZSE may disclose information in limited circumstances where reasonably necessary, including:

- to provide or administer Ecosystem services;
- to authorized employees, representatives, contractors, technology providers, or service providers who require the information to perform services for ZSE;
- where a Vendor or Agent has authorized or requested the disclosure;
- where disclosure is necessary to facilitate an activity requested through the Ecosystem;
- where required or permitted by applicable law;
- to comply with a court order, legal process, regulatory requirement, or lawful government request;
- to investigate fraud, security incidents, misuse, unlawful conduct, or threats to the Ecosystem;
- to protect the rights, property, safety, or security of ZSE, its users, Vendors, Agents, clients, or others; or
- in connection with a corporate transaction such as a merger, acquisition, reorganization, financing, or sale of assets, subject to applicable privacy requirements.

Where third-party service providers process personal information on ZSE's behalf, ZSE will take reasonable steps to require appropriate privacy and security protections.

13. THIRD-PARTY SERVICE PROVIDERS

The ZSE Ecosystem may rely on third-party technology, hosting, communications, payment-processing, analytics, security, cloud-storage, or other service providers.

These providers may process information on ZSE's behalf to support the operation of the Ecosystem.

ZSE will take reasonable steps to ensure that third parties handling personal information for ZSE provide a level of protection appropriate to the sensitivity of the information and the services being provided.

Personal information may be processed or stored in Canada or another jurisdiction where ZSE or its service providers operate.

Where information is processed outside Canada, it may be subject to the laws of that jurisdiction.

14. SECURITY SAFEGUARDS

ZSE takes reasonable administrative, technical, and physical safeguards to protect information against:

- unauthorized access;
- unauthorized disclosure;
- loss;
- theft;
- misuse;
- alteration;
- destruction; and
- other inappropriate handling.

Security measures may include, as appropriate:

- password protection;
- user authentication;
- access controls;
- encryption or secure transmission technologies;
- secure hosting environments;
- monitoring and logging;
- administrative procedures;
- employee and contractor controls;
- security updates;
- backup and recovery procedures; and
- other safeguards appropriate to the sensitivity and nature of the information.

ZSE's existing privacy policy describes the use of password protection, SSL encryption, secure sessions, proprietary security measures, and secure operating environments.

However, no Internet-based system can be guaranteed to be completely secure. ZSE cannot guarantee absolute security against every possible threat.

15. ACCOUNT SECURITY

Vendors and Agents are responsible for maintaining the confidentiality of their account credentials.

You should:

- use a strong and unique password;
- not share your password;
- restrict account access to authorized persons;
- promptly notify ZSE of suspected unauthorized access;
- keep account information accurate and current; and
- remove or disable access for individuals who are no longer authorized to act for your organization.

ZSE may suspend or restrict an account where it reasonably believes that the account has been compromised or is being used in a manner that may threaten the security or integrity of the Ecosystem.

16. DATA ACCURACY

ZSE relies on Vendors and Agents to provide accurate, complete, and current information.

Vendors and Agents should promptly update:

- business information;
- contact information;
- service offerings;
- service areas;
- authorized representatives;
- certifications or licences;
- account information; and
- other information that may affect the accuracy of their Ecosystem profile.

Under Canadian privacy principles, organizations should take reasonable steps to ensure that personal information is accurate, complete, and current where it is used to make decisions or fulfill identified purposes.

17. ACCESS AND CORRECTION

Vendors and Agents may request access to personal information that ZSE holds about them, subject to applicable law and reasonable verification of identity.

You may also request that inaccurate or incomplete information be corrected.

Depending on the information and functionality available within the Ecosystem, you may be able to update certain account information directly.

For information that cannot be changed through the Ecosystem, you may contact ZSE using the contact information provided in this Policy.

ZSE may take reasonable steps to verify the identity of a person requesting access to or correction of information.

18. RETENTION AND DELETION

ZSE will retain information only for as long as reasonably necessary for the purposes for which it was collected, to maintain business and transaction records, to meet legal or regulatory requirements, to resolve disputes, to enforce agreements, to protect the security of the Ecosystem, or for other legitimate purposes permitted by law.

When information is no longer required, ZSE will take reasonable steps to securely delete, destroy, or anonymize it in accordance with its retention practices and applicable legal requirements.

The Office of the Privacy Commissioner recommends that organizations establish retention practices and securely destroy, erase, or anonymize personal information when it is no longer required for its identified purpose.

19. COOKIES AND SIMILAR TECHNOLOGIES

The ZSE Ecosystem may use cookies and similar technologies to:

- maintain user sessions;
- authenticate users;
- remember preferences;
- improve functionality;
- analyze usage;
- improve system performance;
- enhance security; and
- provide a better user experience.

Users may be able to manage cookies through their browser settings. Disabling certain cookies may affect the functionality of portions of the Ecosystem.

20. BUSINESS INFORMATION VS. PERSONAL INFORMATION

The ZSE Ecosystem may contain information about businesses as well as information about identifiable individuals.

Business information such as a company's name, general business address, service offerings, business website, and publicly designated business contact information may not constitute "personal information" in every circumstance.

However, information relating to identifiable individuals—including business owners, employees, representatives, Agents, or other individuals—may constitute personal information and will be handled in accordance with applicable privacy laws.

21. VENDOR AND AGENT RESPONSIBILITIES

Participation in the ZSE Ecosystem creates responsibilities for Vendors and Agents.

Vendors and Agents must:

- provide truthful and accurate information;
- only submit information they are authorized to provide;
- respect the privacy of ZSE clients and other users;
- protect information received through the Ecosystem;
- use client information only for legitimate purposes;

- comply with applicable privacy and data-protection laws;
 - maintain appropriate security controls;
 - promptly report suspected privacy or security incidents involving the Ecosystem;
 - not attempt to access information belonging to another user without authorization;
 - not use the Ecosystem to collect information unlawfully;
 - not sell or distribute information obtained through the Ecosystem without appropriate authorization; and
 - comply with ZSE's applicable Vendor/Agent Terms of Service, policies, standards, and rules.
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22. PRIVACY BREACHES AND SECURITY INCIDENTS

ZSE maintains procedures for responding to suspected privacy and security incidents.

If ZSE becomes aware of a breach involving personal information, ZSE will assess the incident and take appropriate steps in accordance with applicable law.

Depending on the circumstances, this may include:

- containing the incident;
- investigating the cause;
- assessing the nature and sensitivity of the information involved;
- taking corrective measures;
- notifying affected individuals where required;
- notifying regulators or other authorities where required; and
- implementing measures to prevent or reduce the likelihood of recurrence.

Vendors and Agents must promptly notify ZSE if they become aware of unauthorized access, disclosure, loss, theft, or misuse of information obtained through the ZSE Ecosystem.

23. MARKETING AND BUSINESS OPPORTUNITIES

One of the principal purposes of the ZSE Ecosystem is to help businesses become visible to eligible clients and create opportunities for business development and sales.

Accordingly, ZSE may use approved Vendor or Agent business information to:

- display business profiles;
- categorize businesses;
- match businesses with relevant client needs;
- promote available services;
- identify qualified providers;
- facilitate inquiries;
- communicate business opportunities; and
- support marketplace and Ecosystem marketing activities.

ZSE will distinguish between information intentionally provided for business promotion and private account or personal information.

24. RATINGS, REVIEWS, QUALITY AND PERFORMANCE INFORMATION

Where the ZSE Ecosystem includes ratings, reviews, service feedback, or performance information, such information may be collected and used to support the integrity and quality of the Ecosystem.

Feedback may relate to factors such as:

- quality;
- professionalism;
- communication;
- timeliness;
- value;
- reliability;
- accuracy;
- consistency;
- efficiency;
- customer experience; and
- overall satisfaction.

ZSE may use aggregated or appropriately presented feedback to help clients make informed decisions and to support the ongoing development of the Vendor and Agent network.

25. CHILDREN AND MINORS

The ZSE Ecosystem is intended primarily for businesses, professionals, organizations, and adult clients.

ZSE does not knowingly seek to collect personal information from children where prohibited by applicable law.

If ZSE becomes aware that information has been collected from a child in circumstances where collection is not appropriate or lawful, ZSE will take reasonable steps to address the situation.

26. LINKS TO THIRD-PARTY WEBSITES

The ZSE Ecosystem may contain links to third-party websites, applications, payment services, social-media platforms, or other external services.

ZSE does not control the privacy practices of third parties.

Once you leave the ZSE Ecosystem or interact directly with a third-party service, that service's privacy policy and terms may apply.

ZSE encourages Vendors and Agents to review the privacy policies of third-party websites and services before providing personal information.

27. CHANGES TO THIS PRIVACY POLICY

ZSE may update this Privacy Policy from time to time to reflect:

- changes to the ZSE Ecosystem;
- changes to technology;
- changes in business practices;
- new services or functionality;
- changes in legal or regulatory requirements; or
- improvements to ZSE's privacy and security practices.

The updated Policy will be made available through the ZSE Ecosystem or website.

Where required by applicable law, ZSE will provide notice and/or obtain consent before implementing material changes affecting the collection, use, or disclosure of personal information.

28. GOVERNING PRIVACY LAW

ZSE intends to manage personal information in accordance with applicable Canadian privacy legislation and other privacy laws that may apply based on the nature of the information, the activities involved, and the location of the individual or organization.

Depending on the circumstances, applicable requirements may include the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and applicable provincial privacy legislation.

PIPEDA establishes ten fair information principles covering accountability, identifying purposes, consent, limiting collection, limiting use/disclosure/retention, accuracy, safeguards, openness, individual access, and challenging compliance.

Nothing in this Policy limits any privacy rights available to an individual under applicable law.

29. PRIVACY QUESTIONS, REQUESTS AND COMPLAINTS

ZSE welcomes questions and concerns regarding the collection, use, protection, or disclosure of information.

A Vendor, Agent, or other individual may contact ZSE to:

- ask questions about this Privacy Policy;
- request access to personal information;
- request correction of inaccurate information;
- withdraw consent where applicable;
- report a suspected privacy or security incident;
- raise a concern regarding the handling of personal information; or
- make a formal privacy complaint.

ZSE will investigate privacy complaints in a reasonable and timely manner and will take appropriate corrective action where required.

Privacy Contact

Zhoosh Service Enterprise Inc. (ZSE)
Privacy Officer / Privacy Contact

Email: info@zse.ca
Website: <https://zse.ca>
Phone: 416 616 9804

If a privacy concern cannot be resolved directly with ZSE, an individual may have the right to bring the matter to the appropriate privacy regulatory authority, including the Office of the Privacy Commissioner of Canada where applicable.

30. YOUR ACCEPTANCE

By registering as a Vendor or Agent and continuing to use the ZSE Ecosystem, you acknowledge that:

1. you have read and understood this Privacy Policy;
 2. you understand how ZSE may collect, use, protect, and disclose information;
 3. you understand that approved business information may be displayed to eligible clients as part of the purpose of the ZSE Ecosystem;
 4. you understand that ZSE does not sell or trade your personal information;
 5. you agree to provide accurate and current information;
 6. you agree to protect client and other user information received through the Ecosystem;
 7. you agree to use information obtained through the Ecosystem only for legitimate and authorized purposes; and
 8. you agree to comply with applicable privacy laws and ZSE's other applicable policies and agreements.
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ZSE'S PRIVACY PROMISE

Your business information helps make your business visible. Your private information remains protected.

The ZSE Ecosystem is designed to create a trusted environment where **Clients can find qualified Vendors and Agents, and Vendors and Agents can find legitimate business opportunities.**

ZSE's goal is to use information responsibly—to connect businesses with opportunities, facilitate communication, support transactions, improve the Ecosystem, and create value—while respecting the privacy and security of the people and businesses that participate in it.

ZSE — Connecting Businesses, Services, Opportunities and Clients.

