

COOKIE POLICY

AidersPlus Platform / Final — July 22, 2026

This Cookie Policy explains how AidersPlus Inc. (“AidersPlus,” “we,” “us”) uses cookies and similar technologies when you visit our website at aidersplus.ca or use our Platform. It should be read alongside our Privacy Policy.

1. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, or tablet) when you visit a website. They allow the website to recognize your device on return visits and store information about your preferences and actions. Similar technologies include web beacons, pixel tags, and local storage objects, which function in analogous ways.

2. Cookies We Use

2.1 Strictly Necessary Cookies

These cookies are essential for the Platform to function and cannot be disabled. They do not require your consent. They include:

- Session authentication cookies set by Sharetribe (our marketplace platform) to keep you logged in
- Security cookies used to detect and prevent fraud and abuse
- Cookies set by Stripe to facilitate secure payment processing

2.2 Functional Cookies

These cookies enable enhanced functionality and personalization, such as remembering your search preferences, language settings, and recently viewed listings. Disabling them may affect your experience on the Platform.

2.3 Analytics Cookies

We use the following analytics tools to understand how visitors use the Platform, measure the effectiveness of our marketing, and improve the user experience. Each tool is described below, along with the type of data it collects.

Google Analytics 4 (GA4) Provided by Google LLC. GA4 collects aggregated data about page views, session duration, navigation paths, and general device and browser information. IP anonymization is enabled. Data is processed by Google in accordance with Google’s Privacy Policy. You can opt out of GA4 tracking by installing the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout.

Meta Pixel Provided by Meta Platforms, Inc. The Meta Pixel tracks actions taken on the Platform (such as page views and booking completions) to measure the performance of our advertising on Meta platforms (Facebook and Instagram) and to enable us to reach users

who have previously visited the Platform. Data is processed by Meta in accordance with Meta's Data Policy.

Google Search Console Provided by Google LLC. Google Search Console collects aggregated data about how the Platform appears in Google Search results, including search queries that led users to the Platform. This tool does not collect personal information about individual users and does not place cookies on your device.

Microsoft Clarity Provided by Microsoft Corporation. Microsoft Clarity records anonymized session replays and heatmaps to help us understand how users interact with Platform pages. Clarity does not collect personally identifiable information. Data is processed by Microsoft in accordance with Microsoft's Privacy Statement.

You may manage your cookie preferences at any time through the cookie consent banner displayed on your first visit to the Platform, or by adjusting your browser settings to block or delete cookies. Note that disabling analytics cookies may affect your experience of the Platform.

2.4 Marketing and Targeting Cookies

We use the Meta Pixel (described in Section 2.3) for marketing and advertising purposes. The Meta Pixel allows us to measure the performance of our advertising campaigns on Facebook and Instagram, and to show our ads to users who have previously visited the Platform on those platforms.

We do not currently use any other marketing or targeting cookies beyond those described in this Policy. If this changes, we will update this Cookie Policy and seek your consent before setting any additional marketing cookies.

3. Third-Party Cookies

Some cookies and tracking technologies on the Platform are set by third-party service providers whose tools are integrated into our service. These third parties set cookies in accordance with their own privacy and cookie policies. The following third-party providers may set cookies or collect data when you use the Platform:

- **Stripe** — payment processing, fraud prevention, and card-on-file authorization (governed by Stripe's Privacy Policy and Cookie Policy at stripe.com/privacy)
- **Sharetribe** — marketplace platform infrastructure, including booking flows and user accounts (governed by Sharetribe's Privacy Policy at sharetribe.com/privacy-policy/)
- **Google LLC** — analytics and search performance tracking via Google Analytics 4 and Google Search Console (governed by Google's Privacy Policy at policies.google.com/privacy)
- **Meta Platforms, Inc.** — advertising measurement and retargeting via Meta Pixel (governed by Meta's Data Policy at facebook.com/privacy/policy)
- **Microsoft Corporation** — session recording and heatmap analytics via Microsoft Clarity (governed by Microsoft's Privacy Statement at privacy.microsoft.com)

- **Jotform Inc.** — equipment condition checklists embedded in the booking process (governed by Jotform’s Privacy Policy at jotform.com/privacy)

We do not control third-party cookies and are not responsible for how those third parties collect, store, or use information. We encourage you to review the privacy and cookie policies of each provider listed above.

4. Managing Your Cookie Preferences

You can control and manage cookies in several ways:

Platform cookie banner When you first visit the Platform, you will be presented with a cookie consent banner where you can accept or decline non-essential cookies by category. You can update your preferences at any time by clicking the “Cookie Preferences” link in the footer of any page.

Browser settings Most web browsers allow you to view, block, and delete cookies through their settings menus. Blocking strictly necessary cookies may prevent the Platform from functioning correctly. For guidance specific to your browser, visit your browser provider’s help pages.

Third-party opt-out tools You may opt out of tracking by individual third-party providers using the tools listed below:

- **Google Analytics 4** — Google Analytics Opt-out Browser Add-on: tools.google.com/dlpage/gaoptout
- **Meta Pixel** — Meta Ad Preferences: facebook.com/ads/preferences — or via the Digital Advertising Alliance opt-out tool at youradchoices.ca
- **Microsoft Clarity** — Microsoft Privacy Dashboard: account.microsoft.com/privacy

Google Search Console does not place cookies on your device and does not require an opt-out tool.

Please note that declining or restricting cookies may affect the functionality and user experience of the Platform. Strictly necessary cookies required for payment processing and platform security cannot be disabled through the cookie banner.

5. Changes to This Cookie Policy

We may update this Cookie Policy from time to time as our use of cookies changes, as new third-party tools are integrated into the Platform, or as required by applicable law.

Where changes are material, including the addition of new tracking tools or changes to how your data is used, we will notify you by posting a prominent notice on the Platform and, where we hold your email address, by sending a notification to your registered email. Non-material updates, such as clarifications or corrections, will be posted without separate notification.

The date at the top of this Cookie Policy indicates when it was last revised. We encourage you to review this Policy periodically.

For material changes, we will provide at least fourteen (14) days' notice before the change takes effect and will re-present the cookie consent banner so you can review and update your preferences.

6. Contact Us

For questions or concerns about this Cookie Policy or our use of cookies and tracking technologies, please contact us at:

AidersPlus Inc. Email: info@aidersplus.ca Phone: 289-400-3093 3321 Mintwood Circle, Oakville, ON L6H 0N6

We aim to respond to all privacy-related inquiries within five (5) business days.