

PRIVACY POLICY

Effective Date: February 1, 2022

This Privacy Policy applies to TransFocus Consulting Inc. (“**TransFocus**”, “**we**”, “**our**” or “**us**”) services, including but not limited to our website *transfocus.ca* (the “**Website**”), our social media accounts, and any other product or service that we choose to apply this Privacy Policy to (collectively, the “**Service**”), and details how we collect, use, and disclose data about our users, including you.

BY CLICKING “I AGREE” OR SIMILAR CONFIRMATION OR BY PURCHASING A SUBSCRIPTION THAT REFERENCES THE PRIVACY POLICY OR BY USING THE SERVICE, YOU ARE AGREEING AND CONSENTING TO THE TERMS OF THIS PRIVACY POLICY.

IF YOU ARE PURCHASING OR USING THE SERVICE ON BEHALF OF AN ORGANIZATION, YOU” AND “YOUR” IN THE PRIVACY POLICY REFER TO THE ORGANIZATION AND YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO BIND THE ORGANIZATION TO THE PRIVACY POLICY AND ARE AGREEING TO THE PRIVACY POLICY FOR THAT ORGANIZATION.

1. HOW WE OBTAIN YOUR DATA

The Service collects and processes personal data, which is information about you or that identifies you, as well as anonymous data, which does not identify you.

We obtain your personal data directly from you or when you use the Service. Your provision of personal data to TransFocus is governed by the TOS, which you must agree to in order to use the Service, and this Privacy Policy. If you have any questions or concerns about the disclosure of your personal data, please contact us at your convenience using the contact information found below.

Subject to legal, contractual and technical requirements, you may choose not to provide TransFocus with certain data or request the deletion of certain data, which may impact the Service features available to you or essential operations of the Service.

2. PERSONAL DATA WE COLLECT

The following is a description of the personal data that we may collect, use and process in connection with the Service:

- your full name;
- email address;

- employment information;
- feedback and comments you share through surveys, emails, social media and other forms of communication
- payment information; and
- any other personal information that you choose to share with us through the Website, email communications or our social media accounts.

We also collect anonymous data that does not identify you, including but not limited to user feedback, metrics and other types of statistical data, which could be derived from use of the Service and analytical data concerning the Service.

3. PROCESSING OF YOUR PERSONAL AND ANONYMOUS DATA

We process your personal and anonymous data primarily for our legitimate business purposes, such as providing the Service to you, understanding your needs and the needs of our users, communicating with you and improving the quality of the Service. Specifically, these uses include but are not limited to:

- providing the Service;
- tracking visits, clicks and views to and on the Website and blog posts for marketing purposes;
- providing newsletters and updates on the Service;
- supporting the security and integrity of the Service and its users including but not limited to detecting and protecting TransFocus and other third parties against error, fraud, theft and other illegal activity or for contractual, legal, regulatory or audit obligations;
- investigating improper or suspicious activity; and
- contacting you for various reasons including, but not limited to, user feedback requests, surveys or marketing purposes and events, if you previously consented to such contact.

We may disclose your personal and anonymous data to our parent companies, affiliates, subsidiaries, employees and contractors for the same purposes described above. We may also disclose your personal and anonymous data to third parties, who may be located in a foreign jurisdiction and subject to foreign laws. The situations where we disclose your personal and anonymous information to third parties include, but are not limited to:

- providing the Service;

- processing your information as described above as well as providing and enhancing the Service features;
- processing payment for the Service;
- providing customer support and feedback, analyzing the Service functionality and technical issues, tracking use of the Service and generating reports and data models that we use to improve the Service; and
- responding to a request from law enforcement or a government that has asserted its lawful authority to obtain the data or where TransFocus has reasonable grounds to believe the data could be useful in the investigation of unlawful activity, complying with a subpoena or warrant or an order made by a court, person or body with jurisdiction to compel the production of data, complying with court rules regarding the production of records and data, defending our rights and the rights of others or providing information to our legal counsel.

4. THIRD PARTY SERVICES

While TransFocus does not share personal data with third parties unless required to provide the Service, this Privacy Policy only applies to personal data that TransFocus collects, processes and discloses and does not apply to the collection, processing and disclosure of data by third parties through third party services, including but not limited to Thinkific, SquareSpace, Stripe, MailChimp, HubSpot, Canvas LMS, Google Suite, Survey Monkey and Zoom, which may be broader than set forth in this Privacy Policy, and that may be embedded into the Service.

In many cases, third parties may collect personal data about your online activities over time and across different websites and services. We strongly recommend that you read each third party's privacy policy carefully before using the Service. Please contact us directly using the information found below if you would like to learn more about third party data practices.

5. COOKIES AND DIGITAL TRACKING TECHNOLOGIES

The Service may use tracking technologies, including but not limited to cookies, web beacons, JavaScript tags and clear GIFs, to collect data about you, including but not limited to your IP address and device information. This data is collected, used and disclosed in accordance with the terms of this Privacy Policy and the applicable third party privacy policies. You hereby consent to TransFocus' use of the above tracking technologies. You may choose to accept, reject or delete the above tracking technologies or have notifications when tracking technologies are set by configuring your web browser.

6. OBTAINING, RECTIFYING AND CONTROLLING YOUR PERSONAL DATA

You may contact TransFocus to obtain a copy of any personal data we collected about you, the production of which may be subject to a fee as permitted by applicable law. In addition, you may contact TransFocus to correct inaccurate personal data or to complete incomplete personal data.

You may be able to opt-out of some or all of the ways in which your personal data is processed, or request the deletion of certain personal data, except where the personal data is necessary or vital:

- for the performance of contractual obligations, such as the terms of use;
- to comply with our legal obligations;
- to protect your interests or those of another person; or
- for our legitimate interests or the legitimate interests of a third-party,

and may do so by removing personal data, if the Service permits such removal, by ceasing your access to TransFocus and contacting us using the contact information found below.

7. DATA STORAGE, RETENTION AND TRANSFERS

While TransFocus is a Canadian company, the data you provide through the Service may be stored and processed by third parties in countries around the world. You authorize TransFocus to process your data in any country of their choosing, which may cause your data, including personal and anonymous data, to be subject to privacy protections and legal rights that may not be equivalent to those in your country.

Your personal data is retained for the earliest of: (i) 3 years; (ii) until you request its deletion; (iii) until TransFocus no longer requires such data for the purpose for which it was collected; or (iv) until required to be deleted by laws applicable in your jurisdiction. Please email us at nico@transfocus.ca to delete any personal data we hold.

8. CHILDREN

The Service is restricted to users who are the age of majority in the applicable jurisdiction. TransFocus does not knowingly collect personal information from anyone under the age of majority. If you suspect that a user is under the age of majority, please notify the TransFocus immediately at nico@transfocus.ca.

The Service is not directed to children under the age of majority and although it may be possible that children below the age of majority access certain features of the Service, we do not knowingly collect personal data from children under the age of majority without first obtaining the appropriate parental consent required by law. If we learn that we inadvertently collected personal data from a child under the age of majority, in a jurisdiction where consent of a parent or guardian is required to be collected prior to the collection of such personal data, without first obtaining such appropriate parental consent, we will delete that data as quickly as possible. If you are a parent or guardian of a child under majority, who you believe provided TransFocus with personal data without your consent, please contact us at nico@transfocus.ca.

9. DO NOT TRACK DISCLOSURE

Do Not Track (“DNT”) is a web or device setting that allows users to request that receivers of personal data stop their tracking activities. When you choose to turn on the DNT setting in your browser or device or use alternative consumer choice mechanisms, your browser or device sends a special signal to websites, analytics companies, advertising networks, plug in providers and other web services you encounter to stop tracking your activity. Currently, there are no DNT technology standards and it is possible that there may never be any DNT technology standards. As a result, we do not respond to DNT requests.

10. CHANGE OF OWNERSHIP OR BUSINESS TRANSITION

In the event of, or in preparation for, a change of ownership or control of TransFocus or a business transition such as the sale of TransFocus or the sale or license of some or all TransFocus’ assets, we may disclose and/or transfer your personal and anonymous data to third parties who will have the right to continue to collect and use such data in the manner set forth in this Privacy Policy.

11. SECURITY

We are committed to ensuring that your data is secure. To prevent unauthorized access, disclosure, or breach, we put in place suitable physical, electronic, and administrative procedures to safeguard and secure the data we collect and process. Despite the foregoing, no server, computer or communications network or system, or data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect user information, we cannot ensure or warrant the security of any information you transmit to us or through the Service and you acknowledge and agree that you provide such information and engage in such transmissions at your own risk.

12. CONTACT PREFERENCES

We may communicate with you through the Service itself, but we may sometimes communicate with you via your email address in order to respond to support requests or comments. If you have provided us with your email address and would like to change the email preferences we associate with you (for example, unsubscribing from receiving certain types of email), you may do so by clicking a link within certain types of emails that we send to you or, if no link is available, by replying with “unsubscribe” in the email title or body or by modifying your email settings within the Service. On rare occasions, some emails are necessary for the Service and cannot be unsubscribed from if you continue to use the Service.

13. UPDATES

TransFocus reserves the right, in its sole discretion, to modify the Privacy Policy at any time (“Updates”) and shall make Updates available on the Website. You are deemed to accept Updates by continuing to use the Service. Unless TransFocus states otherwise, Updates are automatically effective 30 days after posting on the Website.

14. CONTACT US

If you have requests, questions or comments about the Privacy Policy or our data collection in general, please contact our Data Protection Officer at nico@transfocus.ca.