

Privacy Policy

Vendasta Technologies Inc.

Privacy Policy

Vendasta Technologies Inc. and its subsidiaries and affiliates (together, "Vendasta", "we", "us", "our", or the "Company") is committed to protecting the privacy of individuals who visit our websites ("Websites"), individuals who access and/or use our software ("Platform and Solutions"), including our associated mobile applications owned and controlled by Vendasta ("Mobile Apps"). This Privacy Policy describes Vendasta's privacy practices in relation to your access and use of the Platform and Solutions and the Mobile Apps (collectively, the "Services"), your use and access to our Websites and your choices regarding use, access, correction, and deletion of your personal information.

> If you do not agree with these terms, do not access, or use the Services and Websites or any other aspect of Vendasta's business. By using our Services or our Website you agree to the terms of this Privacy Policy.

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1. The information we collect and use

a. Account Information

When you request for more information about the Services, and in order to provide services we require you to provide account information such as: your name, email address, your company name and address, and telephone number ("Primary Information").

b. Information required to provide services

To fulfill and execute business processes, we collect and use information (which may include personal information) on behalf of our customers. We require our customers to ensure that they have obtained all necessary authority and consent for us to process personal information on their behalf, in accordance with applicable privacy laws and to not provide us with any sensitive personal information, and to only provide us with information that is necessary to provide the services.

Except as described in this Privacy Policy, we do not collect or use personal information of our customers for any purpose other than to provide the platform and services (including support services) on behalf of our customers.

c. When you visit our Websites

When you visit our Websites, you are not required to register. However, we collect information about your browser type, Internet Protocol ("IP") address, geographical location, browser type, operating system, referral source, length of visit and pages viewed (collectively, "Navigational Information"). We use this Navigational Information to help us understand our Websites activity and to monitor and improve our Websites.

We use this Navigational Information alone or in combination with publicly available information to operate, enhance, improve, research, and analyze the usage trends and preferences of our Services to personalize your experience and to create new features and functionality.

d. Use of the Services

We may monitor use of the Platform and Services by our customers' employees or other authorized users in order to detect, investigate or prevent any actual or potential violation of our terms and conditions. We may also generate aggregated, non-identifiable data and use such information to monitor the performance, use and stability of the platform and to improve our products and services.

e. Mobile Apps

In addition to information we collect on our Websites and Services, when you use our Mobile Apps, we may also collect further information including your city location, device model and version, device identifier, OS version, and your subscription. We use mobile analytics software to better understand functionality of our Mobile Apps on your mobile device.

You may set your settings to receive push notifications and other access to your phone such as camera and contacts.

Mobile Apps may transmit information to and from devices to provide the Mobile Application services.

f. Payment Data

We may collect data necessary to process your payment if you choose to make purchases, such as your payment instrument number and the security code associated with your payment instrument. All payment data is handled and stored by Stripe Inc. You may find their privacy notice link here: https://stripe.com/en-ca/privacy

2. Disclosure to third party

a. No Selling of Your Personal Data

We do not disclose, trade, rent, sell or otherwise transfer personal information without consent, except as set out in this policy.

We may transfer or disclose personal information as follows.

b. Your Instruction

We shall share, disclose, and update your Personal Data in accordance with your instructions, including any applicable Agreement, Terms of Conditions, and Terms of Use.

c. Third-party Services/Marketplace Vendors

When you access our Platform and Solutions, you shall have access and to purchase from third parties. For example, in our Marketplace, you can engage with third-party companies or individuals as service providers (called "Vendors") to process and support your business. When you enable a service or purchase a product with our third-party service providers or Vendors, we may share some of your Personal Data. These third parties are not owned or controlled by Vendasta, and they have their own set of terms and conditions and privacy policies. Please refer to their privacy settings and notices of these third-party services.

d. Third-party Service Providers

In connection with our Websites and Platform and Services, we may transfer or otherwise make available, personal information to third parties who provide services to us or on our behalf. For example, we may employ third-party entities or individuals for website creation and development, hosting, maintenance, and support; virtual computing and storage services and so on. Our service providers may be located outside of the jurisdictions in which we operate, and may have access to, store or otherwise process personal information in the United States, Canada or other foreign jurisdictions. For more information about the way in which our service providers treat personal information, you may contact us as set out below.

e. Merger/Acquisition

If Vendasta is engaged in a merger, acquisition, bankruptcy, dissolution, reorganization, financing, public offering of securities, sale of some or all of Vendasta's assets or stock, acquisition of some or all of our business, a similar transaction or proceeding, or steps in contemplation of such activities, some or all Personal Data may be shared or transferred, subject to standard confidentiality provisions.

f. Anonymized Data

We may disclose or use aggregated or anonymized Data for any purposes including research.

g. To Comply With Laws

We may be compelled to disclose personal information, which may include lawful access by Canadian, US or other foreign governmental authorities, courts or law enforcement agencies or any other organization in the case of investigating a breach of an agreement or contravention of law or detecting, suppressing or preventing fraud or as otherwise required or permitted by applicable Canadian, US or other foreign law. Where such disclosure is required, we promptly notify our clients prior to complying with such requirements (to the extent we are not prohibited from doing so) and fully co-operate with our clients' instructions with respect to our response.

h. Data Aggregators (eg. Clearbit)

Some of the forms on the Websites make use of third-party data aggregators like Clearbit at http://www.clearbit.com. These services are used to shorten our forms by attaching it to the email address field. When a visitor types in the email address it is sent to one of these aggregators, which searches through its sources for any relevant information on the address. The information we obtain includes identifiers, professional or employment related information, education information, commercial information, visual information, internet activity information, user behaviour data, and social media profiles. We use this information to update, expand, and analyze our records, identify new customers, and create more tailored advertising to provide services that may be of interest to you.

i. YouTube

Some of our Platforms and Services utilize the YouTube API Services, and you are agreeing to be bound by the YouTube Terms of Service (https://www.youtube.com/t/terms), Privacy Policy (http://www.google.com/policies/privacy), and API Services Terms of Service (https://developers.google.com/youtube/terms/api-services-terms-of-service) when engaging YouTube content and services through our Websites or Platform or Services. In order to delete any stored data visit https://security.google.com/settings/.

j. Google

When we use and transfer information received from Google APIs to any other app we will adhere to Google API Services User Data Policy, including the Limited Use requirements (https://developers.google.com/terms/api-services-user-data-policy)

We take no responsibility for the content or privacy practices of any Third-Party Services. We encourage you to carefully review the privacy policies of any Third-Party Services you access.

k. Google reCAPTCHA

We use Google reCAPTCHA to protect our forms from spam and abuse. reCAPTCHA analyzes interactions on our site to distinguish between humans and automated access. The use of reCAPTCHA is subject to Google's Privacy Policy and Terms of Service.

3. Navigational information

Navigational information is defined as information about your browser type, Internet Protocol ("IP") address, geographical location, browser type, operating system, referral source, length of visit and pages viewed.

a. Cookies

Cookies are small text files sent by us to your computer or mobile device. Cookies are unique to your account or your browser. Cookies can be used to recognize you and your preferences when you visit our Websites or

Services and give you a personalized experience in a faster and more secure way.

We use cookies and other ad technology such as Web beacons, pixels, and tag or in any combinations to compile information about your usage or our Websites or Services and give you a personalized experience in a faster and more secure way. They also help provide us a market more effectively to users, provide aggregated auditing, research, and reporting.

Session cookies are automatically deleted once the user closes the browser or Mobile App, whereas Persistent cookies last until you or your browser delete them, or until they expire. You may choose to disable this cookie feature in your browser. To learn how do this, please visit http://www.aboutcookies.org or http://www.allaboutcookies.org.

b. Links

Our Websites and Platform and Services may contain links to other sites, services, boards, blogs and chatrooms. We are not responsible for the privacy practices of other sites. We recommend you read the privacy policies of other sites as we are not responsible for their privacy practices.

4. Artificial intelligence

As part of our services, we offer products, features and/or tools powered by artificial intelligence, machine learning or similar technologies (collectively "AI Products"). These tools are designed to enhance your experience and provide you with innovative solutions. The terms in this Privacy Policy govern your use of the AI products within our services.

a. Use of AI Products

We provide AI Products through third party services providers ('AI Service Providers"), Including but not limited to, OpenAI and Google Cloud AI. As outlined in the Privacy Policy, your input, output and personal information will be shared with, and processed by these AI Service Providers to enable your use of our AI Products for the purposed outlined in 'Information we Collect and Use'.

b. How We Process Data Using AI

All personal information processed using AI products is handled in line with this Privacy Policy and our agreements with third parties. This ensures high security and safeguards your personal information through the process.

5. Access to personal information

Access and control over most Personal Data on our Websites and Platform and Services are readily available through the profile editing tools. Users may modify or delete any of their profile information at any time by logging into their account. Information shall be updated immediately.

If we receive a request from an individual to access or update personal information we have collected on behalf of a particular client while providing services, we will direct that individual to the relevant client. We will assist our clients wherever possible in responding to individual access requests.

You may have the right to access, update, rectify, and correct inaccuracies in your personal information in our custody or control, and the right to request data portability, cessation of dissemination, de-indexing and re-indexing and erasure (subject to limited exceptions prescribed by law) by submitting a request via our support services.

We may request certain personal information for the purposes of verifying your identity. Individuals who wish to deactivate their Services may do so. Deleted information may persist in backup copies for a reasonable

period of time but shall not be generally available to members of the Services.

6. Security of personal information

We understand that data security is a critical issue for our customers, and we are committed to safeguarding the personal information in our custody and under our control.

We have implemented reasonable administrative, technical and physical safeguards in an effort to protect against unauthorized access, use, modification and disclosure of personal information in our custody and control. Our service providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal information for their own marketing or other purposes.

7. Changes and notices

Vendasta reserves the right to change this Privacy Policy from time to time, to comply with laws, regulation, our business practices, and industry standards including security. The revised policy will be posted on our websites, and we strongly encourage you to refer to this policy often, for the latest information about our personal information practices.

8. Retention of personal information

Vendasta has personal information retention processes designed to retain personal information for no longer than necessary, for the purposes of providing services to our clients, with respect to the use of our Websites, for the purposes set out in this Privacy Policy or to otherwise meet legal requirements.

9. Contact us

If you have any questions or comments about this Privacy Policy or our personal information practices, please contact:

Security Team

security@vendasta.com