

PRIVACY POLICY

Last modified: September 29, 2021

INTRODUCTION

Hart Software Inc. (“**Hart Software**”, “**we**” or “**us**”) and our affiliates respect your privacy and are committed to protecting it by complying with this policy.

This policy describes:

- The types of information we may collect from our customers (“**you**”) or that you may provide when you visit the website www.hartsoftware.ca (the “**Website**”) or access or use any services (the “**Services**”) Hart Software offers to you through the Website or through separate stand-alone programs, (including web applications) provided by Hart Software, including Services and software as a service products.
- How we collect, use, disclose and protect your personal information.
- Our practices for collecting, using, maintaining, protecting and disclosing that information.

We will only use your personal information in accordance with this policy unless otherwise required by applicable law.

Privacy laws in Canada generally define “personal information” as any information about an identifiable individual, which includes information that can be used on its own or with other information to identify, contact or locate a single person. Personal information does not include business contact information, including your name or title.

This policy applies to information we collect, use or disclose about you:

- on the Website or through use of the Services;
- in email, text and other electronic messages between you and us;
- through mobile and desktop applications you download from the Website or as part of the Services, which provide dedicated non-browser-based interaction between you and the Website or Services;
- when you interact with our advertising and applications on third-party websites and services if those applications or advertising include links to this policy.

Please read this policy carefully to understand our policies and practices for collecting, using and disclosing your information. If you do not agree with our policies and practices, your choice is to not use the Website or the Services. By accessing or using the Website or the Services you indicate that you understand, accept and consent to the practices described in this policy. This policy may change from time to time (see *Changes to our Privacy Policy*). Your continued use of the Website or the Services after we make changes

indicates that you accept and consent to those changes, so please check the policy periodically for updates.

INFORMATION WE COLLECT ABOUT YOU

We collect and use several types of information from and about you, which may include the following:

- **Personal information** that we can reasonably use to directly or indirectly identify you, such as your name, mailing address, e-mail address, telephone number, employer and job title, Internet protocol (IP) address used to connect your computer to the Internet, user name or other similar identifier, billing and account information, and any other identifier we may use to contact you (“**personal information**”).
- **Commercial information** about your business such as legal name, DBA or trade name, mailing address, business number or any other information required to provide the Services.
- **Non-personal information** that does not directly or indirectly reveal your identity or directly relate to an identifiable individual, such as demographic information or statistical or aggregated information. Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal information. For example, we may aggregate personal information to calculate the percentage of users accessing a specific feature of the Website or the Services.
- **Technical information** about your activity on and use of the Website and the Services, including your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform or information about your internet connection, the equipment you use to access our Website and the Services and usage details.
- **Non-personal details about your interactions with the Website and the Services** including the full Uniform Resource Locators (URLs), clickstream to, through and from our Website (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs), methods uses to browse away from the page or any phone number used to call our customer service number.

HOW WE COLLECT INFORMATION ABOUT YOU

We use different methods to collect your information, including through:

- **Direct interactions with you when you provide it to us**, for example, by filling in forms, registering to use the Services or corresponding with us by phone, email or otherwise. We may also ask you for information when you report a problem with the Website or Services.
- **Automated technologies or interactions** as you navigate through the Website or use the Services. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies.

- **Third parties or publicly available sources** such as identity verification services, data providers, public records sources (including federal, provincial or local government sources) or our business partners.

INFORMATION YOU PROVIDE TO US

The information we collect directly from you on or through our Website or the Services may include:

- Information that you provide by filling in forms on the Website or as part of the Services. This includes information you provide at the time of registering to use the Services. We may also ask you for information when you report a problem with the Website or the Services.
- Records and copies of your correspondence (including email addresses) if you contact us or through our customer support interactions with you.

INFORMATION WE COLLECT THROUGH COOKIES AND OTHER AUTOMATIC DATA COLLECTION TECHNOLOGIES

A cookie is a small file placed on the hard drive of your computer or smartphone. We and our third-party partners may set and use cookies for site functionality, remembering user's settings and for authentication. As described below, we use Google Analytics and other third party analytics and services providers to help measure how users are provided Services and interact with our Website. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of the Website and the Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

As you navigate through and interact with the Website and the Services, we may use cookies or other automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to the Website and while using the Services including traffic data, location data, logs and other communication data and the resources that you access and use on the Website and the Services.
- Information about your computer and internet connection, including your IP address, operating system and browser type.

INFORMATION WE COLLECT FROM THIRD PARTIES

We may use third-party service providers to monitor, analyze, improve and protect the use of the Website and the Services, including:

- **Google Analytics and Google Search Console:** These are web analytics and optimization services offered by Google that track and report website traffic and seek to optimize website visibility. Google Analytics collects information such as how often users visit our Website, what pages they visit when they do so, and what other sites they used prior to coming to this site. Google uses the data collected to track and monitor the use of the Services we offer through the Website. This data is shared with other Google services. Google may use the collected data to contextualize and

personalize the ads of its own advertising network. You can opt-out of having made your activity on the Services available to Google Analytics by installing the Google Analytics opt-out browser add-on. For more information on the privacy practices of Google, please visit: <https://policies.google.com/technologies/partner-sites>

- **HubSpot:** We use HubSpot CRM software to track and monitor our interactions with our current and prospective customers in respect of the Services, including through the Website.

HOW WE USE YOUR INFORMATION

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To perform the Services and other services offered through the Website.
- To provide you with information, products or other services that you request from us.
- To fulfill the purposes for which you provided the information or that were described when it was collected, or any other purpose for which you provide it.
- To provide you with notices about your account.
- To carry out our obligations and enforce our rights arising from any contracts with you, including for billing and collection or to comply with legal requirements.
- To notify you about changes to our Website, the Services or any products or other services we offer or provide through the Website.
- To provide customer service.
- To improve the Website, the Services, other services or customer relationships and experiences.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

DISCLOSURE OF YOUR INFORMATION

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- In accordance with applicable law, to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Hart Software's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding in which personal information held by Hart Software about our customers and users is among the assets transferred.

- To contractors, service providers and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization or third parties that provide you with customer support) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law or legal process, including to respond to any government or regulatory request, in accordance with applicable law.
- To enforce or apply our acceptable use policy at <https://hartsoftware.ca/acceptable-use-policy> and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property or safety of Hart Software, our customers or others.

TRANSFERRING YOUR PERSONAL INFORMATION

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website and Services improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them and to process the personal information with the same standards set out in this policy.

We may process, store and transfer your personal information in and to other countries with different privacy laws that may or may not be as comprehensive as Canadian law, including the United States. In these circumstances, the governments, courts, law enforcement or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country.

By submitting your personal information or engaging with the Website or the Services, you consent to this transfer, storage or processing.

CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

You have the following control over the personal information you provide to us:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Website and the Services may not be accessible or may not function properly. For more information about tracking technologies, see *Information We Collect Through Cookies and Other Automatic Data Collection Technologies*.

- **Promotional Offers from Hart Software.** If you have opted in to receive certain emails from us but no longer wish to have your email address used by us to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to legalnotices@hartsoftware.ca. If we have sent you a promotional email, you may unsubscribe by clicking the unsubscribe link we have included in the email.

DATA SECURITY

To protect your personal information from unauthorized access and use, we use physical, electronic and administrative measures. These measures include computer safeguards and secured files and buildings. We also strive to limit personal information access to employees, agents and representatives who need to know the information.

Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Website or the Services. Any such transmission is at your own risk. You are responsible for keeping your password confidential and we ask that you do not share it with anyone. We are not responsible for circumvention of any privacy settings or security measures contained on the Website or the Services.

DATA RETENTION

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. Once your personal information is no longer needed for the purposes we collected it for, it will be deleted or anonymized in accordance with our policies and procedures.

USE OF WEBSITE AND SERVICES BY MINORS

Our Website and Services are not intended for anyone under the age of 18 and we request that individuals under 18 do not provide personal information through the Website or Services. We do not knowingly collect personal information from individuals under the age of 18.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

We will make reasonable arrangements to ensure that the personal information we collect, use or disclose is accurate and complete. Please keep us informed if the personal information we have collected from you changes. You have the right to review, correct and obtain a copy of your personal information that is under our control. If you wish to do so, please contact us at legalnotices@hartsoftware.ca.

WITHDRAWING YOUR CONSENT

Where you have provided your consent to the collection, use and transfer of your personal information, you may have the legal right to withdraw your consent under certain circumstances. To withdraw your consent, if applicable, contact us at legalnotices@hartsoftware.ca. Please note that if you withdraw your consent we may not be able to provide you with the Services.

CHANGES TO OUR PRIVACY POLICY

We may update our privacy policy from time to time. In the event of any changes to this privacy policy, we will post the amended privacy policy and effective date thereof on the Website. Your continued use of the Website or the Services following the posting of changes constitutes your acceptance of such changes.

CONTACT INFORMATION

If you have questions, comments and requests regarding this privacy policy and our privacy practices, please contact us at:

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