

## **PRIVACY POLICY**

### **Privacy Notice and Consent**

Arolytics Incorporated (“**Arolytics**”, “**we**”, “**us**”, “**our**”) is committed to respecting and preserving the privacy of those who use our products or services, or engage with us through our Site, our Application, or otherwise, and in doing so, we endeavour to meet or exceed standards set by law. We refer to all of our products and services, including our Site and Application, as “**Services**” in this Privacy Policy, and this Privacy Policy applies to information that we gather from you as you use the Services.

As part of our regular review of all of our policies and procedures, we may change this Privacy Policy from time to time without notice to you. A current version of this Privacy Policy will be accessible through the Services at all times. Please also carefully read our website Terms of Service prior to using the Services.

By accessing and using the Services you agree that you have read and understand this Privacy Policy. Your use of the Services represents your implied consent for the collection, use, and disclosure of any Information that you provide to us, or that we gather from you, through your use of the Services or otherwise, in accordance with the terms of this Privacy Policy.

### **Definitions**

*Application*: means the Arolytics application “AROViz”.

*Content*: means any information that is submitted to Arolytics, publicly or privately.

*Information*: includes both Personal Information and Non-identifiable Information as it relates to both the User and information about a third party that the User may provide.

*Non-identifiable Information*: means information that we gather from the User that is not personally identifiable including, but not limited to, the User’s IP address or browser software.

*Personal Information*: means information about an identifiable individual including, but not limited to, the User’s billing address and credit card payment information.

*Services*: means the products and services provided by Arolytics, including the Site and Application.

*Site*: means the Arolytics website hosted at <https://www.arolytics.com/> and any subdomains thereof, including but not limited to: [www.aroviz.arolytics.com](http://www.aroviz.arolytics.com)

*User* (variously, “you” or “your”): an individual who accesses and uses the Services.

### **Minors**

If you are under the age of majority in your jurisdiction of residence, be sure to obtain your parent or guardian's permission before you send any Personal Information to us, or anyone else. We encourage parents to get involved with their children's online usage and to be aware of the activities in which they are participating.

## **Collection of your Information**

We only collect Information that we believe is reasonably necessary for a legitimate purpose, as further described below. In offering you the Services, we may collect Personal Information that you, or another, provides directly to us by filling in forms, and Non-identifiable Information that we collect from cookies or tracking software we utilize. In addition to Information collected while you use the Services, we may also collect Information in other ways such as over the phone and via email.

The choice to provide us with Information is yours. In certain cases, your decision to withhold Information may limit the Services that we can provide to you. You are responsible for confirming that your disclosure and/or provision of Information to us, and our possession, storage and/or use of such Information in the manner contemplated under this Privacy Policy is permissible under all applicable data processing laws and regulations. You shall obtain the consent of each individual to whom such Information relates prior to disclosing such information to us, and such consent shall include adequate authorization for us and our affiliates to process, use and disclose such Information in the manner contemplated under this Privacy Policy.

## **Use of your Information**

We will only disclose your Information for purposes identified in this Privacy Policy, or if required by law. The Information that we collect and store is primarily used for the following purposes:

- to provide you with the Services;
- to provide you with information relating to the Services;
- to follow up on your comments and suggestions;
- to manage and develop our business systems and operations;
- to monitor and conduct an analysis of our website traffic and usage patterns;
- to post customer testimonials, comments or reviews;
- to protect our rights and property; or
- to lessen a serious threat to personal safety, health or security.

We will not sell, share, trade or otherwise distribute your Personal Information to third parties, except in accordance with this Privacy Policy. However, we reserve the right to use Non-identifiable Information for any commercial purpose in our sole discretion. Such commercial purpose may include, but is not limited to, sale to third parties to allow them to send targeted advertising messages.

We reserve the right to share any Information collected from you with affiliates, or to transfer such Information to a successor entity or to an entity which purchases substantially all of the assets of Arolytics.

We sometimes contract with outside organizations to perform specialized services such as hosting the Site. Our suppliers may at times receive, process or handle some of your Information. Only the Information necessary to perform the services under the contract is given to the supplier. Under their contracts with us, our suppliers may use such Information only to carry out the contracted service and may not store or use the Information for any other purpose. Our contracts with suppliers require that they provide a level of protection for your Information that is comparable to our own.

## **Security**

To ensure that your Personal Information is secure, we have put in place commercially suitable procedures to safeguard the Information we collect against unauthorized use, disclosure, or modification. Nonetheless, transmission of information on the internet is not completely secure. Therefore, we cannot guarantee the security of data sent to us electronically through the Services, by email or otherwise and transmission of such data is therefore entirely at your own risk. Likewise, the storage of information is not completely secure and we cannot guarantee the security of data stored on our system and storage of such data is therefore entirely at your own risk.

### **Updating your Information and Correcting Errors**

You have the right to access, verify and amend all of your Personal Information. Since we use your Personal Information to provide services to you and others, it is important that the information be accurate and up-to-date. If any of your Personal Information changes, is inaccurate, or is incomplete, please inform us so that we can make any necessary changes.

### **Third Party Website and Interaction**

By accessing third party websites or applications through the Services, you are consenting to the terms and privacy policies of those websites. We do not accept any responsibility or liability for their policies. You should read the individual privacy policies of such websites, and make an informed decision whether or not to use those websites based upon their privacy practices and your discretion.

### **Contact Us:**

If you have any questions, concerns or suggestions regarding this Privacy Policy, please contact us at:

Email: [liz.oconnell@arolytics.com](mailto:liz.oconnell@arolytics.com)  
Attention: Liz O'Connell, President

This Privacy Policy last updated on April 27, 2020.