

StandardFusion Privacy Notice

Who We Are

StandardFusion ('we' or 'us' or 'our') gather and process personal information from visitors to our website ("Visitors" or 'you' or 'your') in accordance with this privacy notice and in compliance with the relevant data protection regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why, and when we process personal information.

StandardFusion also collects and process personal information in the course of providing our services ("Services") to our subscribers ("Subscribers") in accordance with our applicable Data Processing Agreement.

StandardFusion's registered office is at 300-303 W Pender St, Vancouver, BC, Canada and we are a company registered in Canada under company number 824849780. Our designated Data Protection Officer is Paul Guenette, who can be contacted at 604-755-3356.

Information That We Collect

StandardFusion processes your personal information to provide visitors with information about our products and services, as set out in further detail below. We will never collect any unnecessary personal information from you, and do not process personal information in any way, other than as specified in this notice.

The types of personal information that we may collect are:

- Identity Data: includes first name, last name, or similar identifier.
- Contact Data: includes email address and telephone numbers.
- Technical Data: includes internet protocol (IP) address, browser type and version, operating system and platform.

- Usage Data: includes information about how users use our Services or browse our websites, such as browsing actions within the website, the buttons, controls, users click on, pages of our website visited, the time spent on those pages, search queries, the dates and times of visits, and workplace usage.

We collect information in the below ways:

We use different methods to collect data from and about Users including through:

- Direct interactions. Users may give us Identity, Contact and Profile Data by registering for marketing materials, mailing lists, or the Service itself and completing fields within the Service, or by completing online forms, our "Fit Analyzer" tool, or by submitting resumes to use.
- Automated technologies or interactions. As users interact with our Service, we may automatically collect technical and usage Data about user's equipment, browsing actions and patterns. We collect this personal information by using cookies, server logs and other similar technologies.
- Third parties or publicly available sources. We may receive personal information about users from various third parties and public sources as set out below:
 - o Technical Data from the following parties:
 - Analytics providers, such as Google Analytics.
 - Search information providers, such as Google.

How We Use Your Personal information (Legal Basis for Processing)

StandardFusion takes your privacy very seriously and will never disclose, share, or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time. The purposes and reasons for processing your personal information are detailed below:

- We collect and store your personal information as part of our legal obligation for business accounting and tax purposes.
- We will occasionally send you marketing information where we have assessed that it is beneficial to you as a customer and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests. Where this is the case, we have weighed your interests, and any risk posed to you against our own interests; ensuring that they are proportionate and appropriate.

Your Data Rights

The following rights apply where you are a Visitor to our Site:

- Right to access.
- Right to rectification.
- Right to erasure.
- Right to restrict processing.
- Right to data portability.

You have the right to access any personal information that StandardFusion processes about you and to request information about:

- What personal information we hold about you.
- The purposes of the processing.
- The categories of personal information concerned.
- The recipients to whom the personal information has/will be disclosed.
- How long we intend to store your personal information for.
- If we did not collect the data directly from you, information about the source.

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal information, or to restrict processing (where applicable), in accordance with the data protection laws; as well as to object to any direct

marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Safeguarding Measures

StandardFusion takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal information. We work hard to protect you and your information from unauthorized access, alteration, disclosure or destruction and have several layers of security measures in place, including:

- SSL
- TLS Encryption
- Vulnerability Scans
- Anti-Virus and Malware Protection

For EU Residents - Transfers Outside the EU: Share and Disclose of Information to Third Parties

If personal information processed by StandardFusion is subject to the applicable privacy laws in the European Union, StandardFusion utilizes products or services (or parts of them) that may be hosted/stored in Canada and the United States, which means that we may transfer any information which is submitted by you through the website outside the European Economic Area ("EEA") for the below purposes:

- Email marketing
- CRM
- File hosting

Therefore, when you use our website, send us an email, sign up to our newsletter, complete a Fit Analyzer, or submit a demo request, the personal information you submit may be stored on servers which are hosted in Canada and the United States. Where this is the case, we will take steps to ensure that those providers use the necessary level of protection for your information and abide by strict agreements and measures set out by StandardFusion to protect your data and comply with the relevant data protection laws.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop StandardFusion from contacting you for marketing purposes or giving your data to third parties.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to StandardFusion, however, as this information is required for us to provide you with our services and communication, we will not be able to offer some/all our services without it.

How Long We Keep Your Data

StandardFusion only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations.

If you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Cookie Notice

A 'cookie' is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing. When you visit a site that uses cookies for the first time, a cookie is downloaded onto your computer/mobile device so that the next time you

visit that site, your device will remember useful information such as items added in the shopping cart, visited pages or logging in options.

Cookies are widely used in order to make websites work, or to work more efficiently, and our site relies on cookies to optimize user experience and for features and services to function properly. We may link the information we store in cookies to any personal information users submit while on our site. We may use both session ID cookies and persistent cookies. A session ID cookie expires when users close the user's browser. A persistent cookie remains on a user's hard drive for an extended period of time. Persistent cookies enable us to track and target the interest of our users to enhance the experience on our site.

Most web browsers allow some control to restrict or block cookies through the browser settings, however if you disable cookies, you may find this affects your ability to use certain parts of our website or services. You can opt out of Google's use of cookies or device identifiers by visiting Google's Ads Settings and Google Analytics' currently available opt-outs.

For more information about cookies visit: <https://www.aboutcookies.org>.

Data processing on social networks

All personal data accessed through our social network accounts (including messages, use of the "Like" and "Follow" fields in the social network account, etc.) are managed by the respective social network service provider. We recommend that you read the privacy policies of social networking service providers.

These accounts are currently used on behalf of StandardFusion:

- LinkedIn privacy policy is available at: <https://www.linkedin.com/legal/privacypolicy>
- Meta privacy policy is available at: <https://www.facebook.com/privacy/policy/>
- YouTube privacy policy is available at: <https://policies.google.com/privacy>
- X privacy policy is available at: <https://x.com/en/privacy>

Google Enhanced Conversions Data Processing

StandardFusion uses Google Ads enhanced conversions to measure online conversions. This involves processing certain customer data as detailed below:

Data Collection and Use

We collect and process the following customer data for enhanced conversion tracking:

1. Email addresses
2. Phone numbers
3. Names and addresses
4. Transaction/conversion data

This data is used solely for:

1. Matching conversions to Google ad interactions
2. Measuring advertising effectiveness
3. Improving conversion tracking accuracy

Data Security and Processing

To protect your privacy:

1. All personal identifiers (email, phone, name) are hashed using the SHA256 algorithm before sharing with Google
2. Data is transmitted using secure HTTPS protocols
3. Our systems and processes are SOC 2 assessed
4. Access to conversion data is strictly controlled and monitored

Data Retention and Sharing

1. Google will only use this data to provide conversion measurement services
2. Data is retained only as long as necessary for conversion tracking purposes
3. Your data won't be shared with other advertisers
4. Data may only be shared to comply with legal requirements

Your Rights

You have the right to:

1. Opt out of enhanced conversion tracking
2. Request information about how your data is used
3. Request deletion of your conversion data
4. Object to the processing of your data for these purposes

Contact our Data Protection Officer for any questions about enhanced conversion tracking.

Children's Online Privacy Protection

Our site and system are not intended to be used by visitors younger than the age of 13.

Changes to this Privacy Notice

We may make changes to this Privacy Notice from time to time for any reason. Use of information we collect now is subject to the Privacy Notice in effect at the time such information is used. If we make any material changes or changes in the way we use information, we will notify customers via e-mail or by posting an announcement on the website prior to the change becoming effective. Website users are bound by any changes to the Privacy Notice after such changes have been posted.

In the event that we are involved in a merger, acquisition, or asset sale, we will continue to ensure the confidentiality of any Personal Information and give affected users notice before Personal Information is transferred or becomes subject to a different privacy policy. Account holders will be notified via email and/or a prominent notice on our website of any change in ownership or uses of user's information, as well as any choices users may have regarding the user's information.

Complaints and Challenge Compliance

If you are not satisfied with our use of your personal data or our response to any exercise of these rights, you have the right to complain to the relevant supervisory authority (data protection regulator). For any questions, you can contact us at: contact@standardfusion.com.

Publishing date: 2024-November-26