

Privacy Policy

Sites covered by this Policy Statement

*This Privacy Statement applies to all **Active Dynamics** owned websites and domains, and our wholly owned subsidiaries (**Active Dynamics** websites.)*

*Links to non **Active Dynamics** websites*

*The **Active Dynamics** websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the **Active Dynamics** website. **Active Dynamics** does not control those sites or their privacy practices, which may differ from **Active Dynamics**'s. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the **Active Dynamics** Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with **Active Dynamics**; that sharing is governed by that third-party company's privacy policy.*

Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

*Personal information is information that is associated with your name or personal identity. **Active Dynamics** uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with **Active Dynamics**. We take seriously the trust you place in us. **Active Dynamics** will not sell, rent or lease your personal information to others.*

*On some pages and links at **Active Dynamics**, you can order products or services, or request information. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address and contact preferences.*

*Non-personal information is data about usage and service operation that is not associated with a specific personal identity. **Active Dynamics** collects and analyzes non-personal information to evaluate how visitors use the **Active Dynamics** website.*

*Non-personal data we collect may include the pages visited on the **Active Dynamics** websites, unique URLs¹ visited within our website, browser type and IP address. Most non-personal data is collected via cookies or other analysis technologies.*

Children's Privacy

***Active Dynamics** is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. **Active Dynamics** does not knowingly collect information from children under the age of 13 and **Active Dynamics** does not target its website to children under 13.*

How we use your information

Active Dynamics uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize the **Active Dynamics** website. Occasionally we may also use your information to contact you for market research regarding **Active Dynamics** products or services. We will give you the opportunity to choose your privacy preferences regarding such communications. You may, at any point, contact us to request an opt-on on future communication.

Personal data collected online may also be combined with information you provide **Active Dynamics** through other sources such as call centers or public events such as trade shows or seminars.

Personal data given to **Active Dynamics** may be transferred across state, provincial and/or country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about **Active Dynamics** website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

Who we share your information with

Active Dynamics will not sell, rent or lease your personal information to others. **Active Dynamics** will not share your personal information with third parties except in responding to your requests for products or services. **Active Dynamics** shares customer information across **Active Dynamics** -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Active Dynamics occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of **Active Dynamics** and may not use it for any purpose other than to carry out the services they are performing for **Active Dynamics**. These service providers may change or we may contract with additional service providers to better accommodate our customers.

Active Dynamics will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Active Dynamics or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, **Active Dynamics** will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

Your Choices

Active Dynamics gives you the choice of receiving a variety of information that complements our products and services. You can subscribe to receive certain product- and service-specific information and **Active Dynamics**-wide marketing communications. **Active Dynamics**-wide communications may include new product information, special offers, or an invitation to participate in market research. We give you a choice regarding delivery of **Active Dynamics**-wide communications by e-mail and telephone. You can make or change your choices at the data collection point. We will make every effort to honour your preferences. This option does not apply to communications for the purpose of administering order completion, contracts, or support.

Your information and third-party companies

Certain **Active Dynamics** services may be linked with those from unrelated third-party companies, some which offer you the option to share with both **Active Dynamics** and the third party personal data you provide. We will not share your personal information with those third-party companies unless you make that choice.

Access to and accuracy of your information

Active Dynamics strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain customer data accuracy. We will provide you with access to your information, including giving you the opportunity to change your information through email or telephone.

Keeping your information secure

Active Dynamics is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, **Active Dynamics** has in place appropriate physical and managerial procedures to safeguard the information we collect.

We use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data. SSL encryption is designed to make the information unreadable by anyone but us. This security measure is working when you see either the symbol of an unbroken key or closed lock (depending on your browser) on the bottom of your browser window.

Contacting us

We value your opinions. If you have comments or questions about our privacy policy, please send them to **(Active Dynamics Email – contact@activedynamics.ca)**

This privacy statement applies to Canada