



## Privacy policy

IPSUM Vision Inc. (“we” or “us”) build software products and services with the privacy of your data in mind. Keeping your data secure, and in your control, is central to how we run our company and how we build and sell our product. Most importantly, we believe that your data belongs to you, and that it is confidential. We use best-in-class practices and technology to keep it private and secure. We will not share it with others unless you have given us permission to do so, or we have anonymized and / or aggregated it such that your information is not personally identifiable.

Our Privacy Policy lays out what data we collect, how we use it, and what your rights are.

If you have any questions, please let us know at [privacy@ipsumvision.com](mailto:privacy@ipsumvision.com).

Terms not defined herein are defined in our Terms Of Service (Available on [www.ipsumvision.com](http://www.ipsumvision.com)).

### 1. Information Collected

- **Product Data.**

IPSUM Vision software and digital devices collect and/or monitor data about your technical results and management. It collects Observations and Actions within your facility to help you make better decisions. A subset of this data is sent to our servers, where it is stored indefinitely.

- **Service Data.**

IPSUM Vision’s Applications collects various information at setup time, and in the course of usage, namely: location data to set your time zone and to enhance product operations (for

example, to correlate to weather); application usage information to monitor customer experience; and crash and error information for improving application experience.

- **Information for Purchase.**

If your purchase is made on IPSUM Vision's website, we collect information about the purchase and delivery of the products. This includes your email address, billing and shipping address, and (optionally) your phone number.

Credit card information is not collected by IPSUM Vision and is processed by a third party. If you pay using PayPal, their Privacy Policy is located here: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>.

- **General Website Data.**

We collect information about you in various ways when you use the Site.

We collect personal information you provide to us. For example, we collect your name, email address, and other information you provide via the Site when you submit inquiries or request more information about our Product and Service.

When you visit our Site, some information is automatically collected. For example, when you visit our Site your computer's operating system, Internet Protocol (IP) address, access times, browser type and language, and the website you visited before our site are logged automatically.

We also collect information about your usage and activity of the Site.

- **Cookies.**

We may automatically collect information using "cookies." Cookies are small data files stored on your hard drive by a website. Among other things, cookies help us improve our Site and your experience. We may also use cookies to gauge site usage, conduct research and diagnostics to improve the content we provide you, our products and services, to help us analyze general web traffic, and to improve our campaign effectiveness. Please refer to our [Cookie policy](#).

- **Web Beacons.**

We may collect information using Web beacons. Web beacons are electronic images that may be used via the Service or in our emails. We use Web beacons to deliver cookies, count visits, understand usage and campaign effectiveness and to tell if an email has been opened and acted upon.

#### • **Third Party Applications**

We may link to certain third party websites and applications, such as Facebook.

In those circumstances, your use of the Site will be subject to this Privacy Policy and our Terms & Conditions, whether you are required to click through or otherwise.

In addition, the third party website may also impose its own terms and conditions and privacy policies on your activities on their Site.

HOWEVER YOU ACCESS OUR SITE, YOU AGREE TO BE BOUND BY AND COMPLY WITH THIS PRIVACY POLICY AND IPSUM VISION TERMS & CONDITIONS AND WAIVE ANY OBJECTION TO THE ENFORCEABILITY THEREOF WITH RESPECT TO YOUR USE OF THE SITE.

We may use tools offered by third party services, such as Facebook, to send data about actions users take on our site.

These third party services may use such data to provide measurement services to IPSUM Vision or to target ads.

By continuing to browse on our website, you consent to cookie (or other tracking technologies) collected by IPSUM Vision or its third party vendors, for the purpose of serving targeted advertising.

## 2. Use of Information We Collect

It is always up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we reserve the right not to register you as a user or provide you with any products or services.

“Personally identifiable information” means information that can be used to identify you as an individual, such as, for example:

- your name, company, email address, phone number, billing address, and shipping address

- your Company user ID and password (if applicable)
- any account-preference information you provide us
- your computer's domain name and IP address, indicating where your computer is located on the Internet
- session data for your login session, so that our computer can 'talk' to yours while you are logged in

If you do provide personally identifiable information to us, either directly or through other business partner, we will:

- not sell or rent it to a third party without your permission — although unless you opt out (see below), we may use your contact information to provide you with information we believe you need to know or may find useful, such as (for example) news about our services and products and modifications to the Terms of Service;
- take commercially reasonable precautions to protect the information from loss, misuse and unauthorized access, disclosure, alteration and destruction;

No information that we collect that is identifiable to you will be used in any way outside of our company without your express consent, except to the extent identified herein.

We may use information that we collect in the following ways:

- To improve our Services, Products and Sites. This includes improvements that are specific to your facility and that improve the Products, Service, and Site.
- To identify opportunities for you to improve the efficiency of your facility.
- To send you alerts that you have enabled in your profile setting.
- To provide you with information specific to your facility, like a summary of significant results, or comparative information relative to others.
- To understand you and your preferences to enhance your experience and enjoyment using our Site, Product, and Service.
- To respond to your comments and questions and provide customer service.
- To provide and deliver the Product and Service you request.
- To send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.

- To link or combine your information with other personal information we get from third parties, to help understand your needs and provide you with better service.
- To provide you with more personalized advertisements, which may include providing third party advertising vendors with data collected to target advertising based on the end users' online activity.

### 3. Sharing of Personal Information

We do not share your personal information with third parties except:

- as necessary to provide services or products you have ordered;
- in other ways described in this privacy policy or to which you have otherwise consented;
- in the aggregate with other information in such a way so that your identity cannot reasonably be determined (for example, statistical compilations);
- as required by law, for example, in response to a subpoena or search warrant;
- to outside auditors who have agreed to keep the information confidential;
- as necessary to enforce the Terms of Service;
- as necessary to protect the rights, safety, or property of , its users, or - others; this may include (for example) exchanging information with other organizations for fraud protection and/or risk reduction.
- with third party Referral Partners, consultants and other service providers who need access to your information
- in connection with or during negotiation of any merger, financing, acquisition, or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

### 4. Security of your Personal Information

We take reasonable steps to help protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

## 5. Data storage

IPSUM Vision may store and process personal information in Canada and other countries which may have data protection rules that are different from those of your country. Your data may be stored on servers provided by third party hosting vendors with whom we have contracted.

## 6. Your Information Choices and Changes

You always have the right to request information about your stored data, its origin, its recipients and the purpose of its collection at no charge. You also have the right to request that it be corrected.

If you terminate the Service and uninstall or deactivate the Hardware, you may request that we delete all of the Product Data and Information for Purchase that was collected for your Account. To request this, please send an email to [privacy@ipsumvision.com](mailto:privacy@ipsumvision.com).

You may opt out of receiving promotional emails from us by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as emails about your accounts or our ongoing business relations.

You may also send requests about your contact preferences and changes to your information including requests to opt-out of sharing your personal information with third parties by emailing [privacy@ipsumvision.com](mailto:privacy@ipsumvision.com).

Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Service. You can opt-out of the collection and use of information for ad targeting by visiting the NAI website opt-out page here: <http://www.networkadvertising.org/choices/> or the DAA opt-out page here: <http://www.aboutads.info/>.

## 7. Your privacy responsibilities

To help protect your privacy, be sure:

- not to share your user ID or password with anyone else;
- to log off the Company website when you are finished;

- to take customary precautions to guard against “malware” (viruses, Trojan horses, bots, etc.), for example by installing and updating suitable anti-virus software.

## 8. Notice to European Union users

Our Company’s operations are located primarily in Canada. If you provide information to us *from European Union*, the information will be transferred out of the European Union (EU) to Canada. By providing personal information to us, you are consenting to its storage and use as described herein.

However, and for any of our customers around the world, we are complying with the General Data Protection Regulation ([EU\) 2016/679](#) for all our products and services.

In the event Ipsum Vision needs to use or transfer the personal data/contact information outside the European Economic Area (“EEA”) or transfer or share personal data/contact information to/with its affiliates and/or its subsidiaries and/or its personnel who are located in a country which does not provide adequate protection for the personal data/contact information under the law, Ipsum Vision shall obtain your advanced express and explicit consent .

## 9. Breaches

Personal data breach is defined as a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed

Any breach in the disclosure, use and/or transfer of such personal data/contact information must be reported to the Privacy Commissioner as soon as feasible after the organization determines that the breach has occurred, unless the breach is unlikely to result in risk to the data subject.

When the personal data breach is likely to result in high risk to impacted data subjects, the data subject should be also informed of the breach without undue delay.

## 10. Information collected from children

You must be at least 13 years old to use this website and service(s). Our Company does not knowingly collect information from children under 13.

## 11. Changes to the privacy policy

We reserve the right to change this privacy policy as we deem necessary or appropriate because of legal compliance requirements or changes in our business practices. If you have provided us with an email address, we will endeavour to notify you, by email to that address, of any material change to how we will use personally identifiable information.

## 12. Questions

If you have any questions about this Policy or to access personal information we may have of yours, please contact us at [privacy@ipsumvision.com](mailto:privacy@ipsumvision.com)

or by writing to:

Privacy Department

IPSUM Vision, Inc.

66 Skyline Dr

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L9H3S6 CANADA