

Privacy Policy

2024

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Privacy Policy for Muuvment IQ

Last updated: October 2, 2024

Muuvment IQ Canada Inc. ("Muuvment IQ," "we," "us," or "our") is committed to protecting the privacy and security of your personal and company information. This Privacy Policy outlines how we collect, use, disclose, retain, and protect your information when you use Muuvment IQ, which can be accessed through our websites www.muuvment.com, muuvment.ai and the app.muuvment.com sub-domain (collectively referred to as "our site" or "services").

By accessing or using our services, you agree to the terms of this Privacy Policy. If you do not agree with our practices, please do not use our services.

If you are also using one of our other products or services such as Muuvment Purpose, please refer to privacy policy of that product, which may apply to and which may be different than the terms herein.

1. Introduction

a. Applicability

This Privacy Policy applies to personal and company information that we collect, use, or disclose in the course of our commercial activities in Canada, in compliance with the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and any applicable provincial privacy legislation.

b. Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact our Privacy Officer:

- **Email:** privacy@muuvment.com
- **Mailing Address:** Privacy Officer, Muuvment IQ Canada Inc., LaBarge Weinstein LLP, 515 Legget Drive, Suite 800, Ottawa, Ontario K2K 3G4, Canada

2. Collection of Information

a. Information You Provide to Us

We may collect the following information directly from you:

- **Personal Information:**
 - **Contact Information:** Name, email address, mailing address, phone number
 - **Account Information:** Username, password, job title, department, company name
 - **Demographic Information:** Gender, date of birth, city, province/state, country
 - **Professional Information:** Job grade, role (e.g., employee, manager, administrator)
 - **Content You Upload:** Documents, feedback, responses to questionnaires and assessments
- **Company Information:**

- Details about your company, including but not limited to company policies, reports, sustainability practices, assessments, and any other information you submit to our AI tools within Muuvment IQ.
- **Payment Information:**
 - Credit card details or other payment information (processed securely by third-party payment processors)

b. Information Collected Automatically

When you use our services, we may automatically collect:

- **Technical Information:**
 - IP address, browser type, operating system, device identifiers
- **Usage Information:**
 - Pages visited, features used, links clicked, time spent on our site
- **Cookies and Similar Technologies:**
 - See Section 10 for more details

c. Information from Third Parties

We may receive personal or company information about you from third parties, such as your employer if they have provided you access to our services.

3. Purposes of Collection and Use

We collect and use your personal and company information for the following purposes:

a. Providing and Improving Our Services

- To create and manage your account
- To authenticate your identity
- To provide the features and functionalities of our services
- To process transactions and payments
- To personalize your experience
- To analyze usage and improve our services

b. Processing Company Information

- To analyze and assess your company's sustainability practices, policies, and performance
- To generate reports, insights, and recommendations using our AI tools
- To compare your company's performance against industry benchmarks and best practices
- To facilitate collaboration and content generation related to your sustainability strategy

c. Communication

- To send you administrative messages, updates, and service information
- To respond to your inquiries and provide customer support
- **Marketing Communications:** With your consent, to send you promotional materials about our products and services. You can opt out at any time (see Section 7).

d. Compliance and Legal Obligations

- To comply with applicable laws, regulations, and legal processes
- To enforce our Terms and Conditions
- To detect, prevent, or investigate security breaches or fraud

e. Analytics and Research

- To conduct data analytics and research to improve our services
- To aggregate and anonymize data for statistical purposes

f. Use of AI Technologies

- We process your data for the purpose of operating the product, improving services, conducting quality assurance, and enhancing user experience.
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4. Consent

a. Obtaining Consent

By providing your personal and company information to us or using our services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy.

b. Withdrawing Consent

You may withdraw your consent at any time, subject to legal or contractual restrictions, by contacting us at privacy@muuvment.com. Note that withdrawing consent may affect your ability to use certain features of our services.

5. Disclosure of Information

We may disclose your personal and company information in the following circumstances:

a. Service Providers

We may share your information with third-party service providers who assist us in operating our services, such as:

- **Cloud Hosting Providers:** For data storage and hosting (e.g., Amazon Web Services)
- **Analytics Providers:** For usage analytics (e.g., Google Analytics)
- **Email Service Providers:** For sending communications (e.g., Customer.io)
- **Payment Processors:** For processing payments securely

Our service providers are contractually obligated to protect your information and use it only for the purposes we specify.

b. Business Transactions

In the event of a merger, acquisition, reorganization, or sale of assets, your personal and company information may be transferred as part of the transaction. We will ensure that the recipient agrees to protect your information in a manner consistent with this Privacy Policy.

c. Legal Requirements

We may disclose your information if required to do so by law or in good faith belief that such action is necessary to:

- Comply with legal obligations or government requests
- Protect and defend our rights or property
- Prevent or investigate possible wrongdoing in connection with our services
- Protect the personal safety of users or the public

d. With Your Consent

We may disclose your personal and company information to third parties with your explicit consent.

6. Retention of Information

We retain your personal and company information only as long as necessary to fulfill the purposes for which it was collected or as required by law. Retention periods may vary depending on:

- Legal and regulatory requirements
 - Operational needs
 - Your consent to retain or delete information
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7. Your Rights

Under Canadian privacy laws, you have the following rights regarding your personal information:

a. Access and Correction

You have the right to request access to the personal and company information we hold about you and to request corrections if it is inaccurate or incomplete. To exercise this right, please contact us at privacy@muuvment.com.

b. Withdrawal of Consent

You may withdraw your consent for the collection, use, or disclosure of your information at any time, subject to legal or contractual restrictions.

c. Opt-Out of Marketing Communications

You may opt out of receiving marketing communications from us by:

- Clicking the "unsubscribe" link in any promotional email
- Contacting us at privacy@muuvment.com

d. Challenging Compliance

If you have concerns about our compliance with this Privacy Policy or applicable privacy laws, you may contact our Privacy Officer. You also have the right to file a complaint with the Office of the Privacy Commissioner of Canada.

8. Safeguards

We implement reasonable administrative, technical, and physical safeguards to protect your personal and company information against loss, theft, unauthorized access, disclosure, copying, use, or modification. Measures include:

- Encryption of data in transit and at rest
- Access controls and authentication protocols
- Regular security assessments and monitoring

However, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security.

9. Accuracy of Information

We take reasonable steps to ensure that your personal and company information is accurate, complete, and up to date. We rely on you to provide accurate and current information. Please inform us of any changes to your information.

10. Cookies and Similar Technologies

a. Use of Cookies

We use cookies and similar technologies to:

- Enhance user experience
- Remember your preferences
- Analyze site usage and performance
- Provide personalized content and advertisements

b. Types of Cookies We Use

- **Essential Cookies:** Necessary for the operation of our site
- **Analytical/Performance Cookies:** Collect information about how you use our site (e.g., Google Analytics)
- **Functionality Cookies:** Remember choices you make to improve your experience
- **Targeting/Advertising Cookies:** Deliver relevant advertisements

c. Managing Cookies

You can manage your cookie preferences through your browser settings. Please note that disabling cookies may affect the functionality of our services.

11. Third-Party Services and Links

Our services may contain links to third-party websites or services that are not operated by us. This Privacy Policy does not apply to those third parties. We encourage you to review the privacy policies of any third-party sites you visit.

12. International Data Transfers

Your personal and company information may be stored and processed in countries outside of Canada, including the United States, where our service providers are located. We take reasonable steps to ensure that your information is protected in accordance with this Privacy Policy and applicable laws, including the use of contractual safeguards such as standard contractual clauses.

13. Age Restrictions

Our services are intended for individuals who are **18 years of age or older**. We do not knowingly collect personal information from individuals under the age of 18. If you are under 18, please do not use our services or provide any personal information to us.

If we become aware that we have inadvertently collected personal information from a person under the age of 18 without proper consent, we will take steps to delete that information promptly. If you believe that we might have any information from or about a minor, please contact us at privacy@muuvment.com.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make significant changes to the policy, we will notify you by email or through a notice on our site prior to the change becoming effective. The "Last updated" date at the top of this Privacy Policy indicates when the latest changes were made.

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

15. Acceptance of This Privacy Policy

By using our services, you signify your acceptance of this Privacy Policy. If you do not agree with the terms, please do not use our services.

16. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact our Privacy Officer:

- **Email:** privacy@muuvment.com
- **Mailing Address:** Privacy Officer, Muuvment IQ Canada Inc., LaBarge Weinstein LLP, 515 Legget Drive, Suite 800, Ottawa, Ontario K2K 3G4, Canada

17. Governing Law and Dispute Resolution

a. Governing Law

This Privacy Policy and any disputes arising out of or relating to it or your use of our services shall be governed by and construed in accordance with the laws of the **Province of Ontario** and the federal laws of **Canada** applicable therein, without regard to its conflict of law principles.

b. Dispute Resolution

Any dispute, controversy, or claim arising out of or relating to this Privacy Policy or your use of our services, including any question regarding its existence, interpretation, validity, breach, or termination, shall be resolved by final and binding arbitration administered by a single arbitrator in accordance with the **Arbitration Act, 1991 (Ontario)**.

- **Arbitration Procedure:**
 - The arbitration shall take place in **Toronto, Ontario**, Canada.
 - The language of the arbitration shall be **English**.
 - The decision of the arbitrator shall be final and binding on the parties.

c. Exceptions to Arbitration

Notwithstanding the foregoing, either party may seek injunctive or other equitable relief in any court of competent jurisdiction to prevent or restrain breaches of this Privacy Policy or infringement of intellectual property rights.

d. Rights Under Canadian Privacy Laws

Nothing in this Section limits your rights under applicable Canadian privacy laws, including the right to file a complaint with the **Office of the Privacy Commissioner of Canada** or any applicable provincial privacy commissioner.

e. Exclusive Jurisdiction

Subject to the arbitration provisions above, you agree that any action at law or in equity arising out of or relating to this Privacy Policy shall be filed only in the courts of the **Province of Ontario**, and you hereby irrevocably attorn and submit to the exclusive jurisdiction of such courts.