

Privacy Policy

Personal Impact Image International

Privacy notice

This is the privacy notice of Personal Impact Image Management International and personalimpact.ca. In this document, "we", "our", or "us" refer to Personal Impact International.

We are business number BN 846756104 registered in British Columbia, Canada. Our registered office is at 1303 283 Davie Street Vancouver, BC V6B 5T6, Canada.

Policy for processing of personal data

Pursuant to the effect of Article 13 of the New European Regulation 2016/679 concerning the protection of individuals with regards to the processing of personal data (GENERAL DATA PROTECTION REGULATION – GDPR).

As required by the General Data Protection Regulation of the European Union (GDPR 2016/679, Article 13), before proceeding with processing, the interested party User of the website Personal Impact International is informed that personal data collected through the website are subject to processing by the Company through IT and/or telematics tools, for the purposes indicated in this policy.

To this end, the User is presented with the Privacy Policy prepared by Personal Impact Image Management International (hereafter as “Personal Impact International” or “the Company” or “the Data Controller”), creator and promoter of the activities available on the website Personal Impact International.

In case of any doubts related to the privacy policy, you can contact us at any time by sending a message to: info@personalimpact.ca

We have developed this policy in order for you to understand how we collect, use, communicate and make use of personal information. The following outlines our privacy policy.

When accessing the personalimpact.ca website, will learn certain information about you during your visit.

Similar to other commercial websites, our website utilises a standard technology called ‘cookies’ (see explanation below and our cookies policy page for more information) and

server logs to collect information about how our site is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our site, and the websites visited just before and just after our own, as well as your IP address.

Introduction

1.This is a notice to inform you of Personal Impact International 's policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information.

2.We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our website immediately.

3.Personal Impact International takes seriously the protection of your privacy and confidentiality. We understand that all visitors to our website are entitled to know that their personal data will not be used for any purpose unintended by them, and will not accidentally fall into the hands of a third party.

4.Personal Impact International undertakes to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.

5.Our policy complies with the US, & English law accordingly implemented, including that required by the EU General Data Protection Regulation (GDPR).

5.The law requires us to tell you about your rights and our obligations to you in regards to the processing and control of your personal data.

7.Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

What is your personal information?

8.When used in this privacy policy, the term "personal information" has the meaning given to it in the Privacy Act and GDPR. In general terms, it is any information that can be used to personally identify you. This may include your name, address, telephone number, email address and profession or occupation. If the information we collect personally identifies you, or you are reasonably identifiable from it, the information will be considered personal information.

9. We may also collect some information that is not personal information because it does not identify you or anyone else. For example, we may collect anonymous answers to surveys or aggregated information about how users use our website.

10. Your personal information will not be shared, sold, rented or disclosed other than as described in this privacy policy.

What information do we collect and why

11. Personal Impact International may collect the following personal information from you:

- name;
- current mailing or
- residential address;
- email address;
- telephone number;
- age or birth date; and
- profession or occupation.
- your history with us.
- information about your phone or laptop, and how you use our website

12. We collect personal information about you so that we can perform our business activities and functions and to provide the best possible quality of customer service. We collect, hold, use and disclose your personal information for the following purposes:

- a. to provide our services to you;
- b. to send communications requested by you;
- c. to answer enquiries and provide information or advice about existing and new services;
- d. to provide you with access to protected areas of our website; and
- e. To prevent and detect fraud against either you or Personal Impact International
- f. to comply with any Law, rule, regulation, Lawful and binding determination, decision or direction of a regulator, or in cooperation with any governmental authority.
- g. To ensure we can provide the maximum value and support to the mission of Personal Impact International business service
- h. To send you service messages by SMS, e-mail, website, or post, about important updates or supportive information.

What happens if we can't collect your personal information?

13.If you do not provide us with the personal information described above, some or all of the following may happen:

- a. we may not be able to provide our products or services to you, either to the same standard or at all;
- b. we may not be able to provide you with information about services that you may want, including information about special promotions; or
- c. we may be unable to tailor the content of our website to your preferences and your experience of our website may not be as enjoyable or useful.

How do we collect your personal information?

14.We collect your personal information directly from you unless it is unreasonable or impracticable to do so. When collecting personal information from you, we may collect in ways including:

- a. when you make an enquiry about our services;
- b. through your access and use of our website, including when you register as a member of our website;
- c. during conversations between you and our representatives;
- d. when you ask to be placed on one of our subscription/ mailing lists; or
- e. when you become a client or customer of ours or otherwise use our products or services.

Site User Tracking Experience

15.We may use tracking software to review and improve your experience of our Site. For example: Google Analytics collects data about our Site traffic via Google Advertising cookies and anonymous identifiers. Data collected via these Google products is not linked with any personally identifiable information you submit while on our Site. If you wish to opt out of the Google Analytics data collection, you may do so on Google's Site at <https://tools.google.com/dlpage/gaoptout/>

Why we use cookies on our website

16.Cookies are pieces of information that a website transfers to an individual's computer hard drive for record keeping purposes. Cookies make using our Site easier by, among other things, saving your passwords and preferences for you. These cookies are restricted for use only on our Site, and do not transfer any personal information to any other party.

17.Most browsers are initially set up to accept cookies. Our cookies do not collect personal information. We may log IP addresses (that is, the electronic addresses of computers connected to the Internet) to analyse trends, administer the website, track users' movements, and gather broad demographic information. By accessing this

website with your browser, this means that you accept cookies and that you agree to their use.

How we use your information from cookies

18. Personal Impact International uses your information in order to:

- a. inform you about services and/or events which we feel may interest you where you have assented to be contacted for such purposes;
- b. To enable us to evaluate, improve and develop our website and its services;
- c. To inform you about changes to our website and services;
- d. To customise your experience;
- e. To troubleshoot problems and resolve disputes; and
- f. To discover and defend ourselves against error, fraud and other reprehensible activities

19. You can, however, reset your browser to refuse all cookies or indicate when a cookie is being sent. Please consult the technical information relevant to your browser for instructions. If you choose to disable your cookies setting or refuse to accept a cookie, some parts of the Site may not function properly or may be considerably slower.

Personal identifiers from your browsing activity

20. Information about your computer hardware and software may be automatically collected by Personal Impact International. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Personal Impact International website.

21. Requests by your web browser to our servers for web pages and other content on our website are recorded. Personal Impact International records information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

22. Personal Impact International uses this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

23.If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to our website.

Security

24.As our website is linked to the Internet, and the Internet is inherently insecure, we cannot provide any assurance regarding the security of transmission of information you communicate to us online. We also cannot guarantee that the information you supply will not be intercepted while being transmitted over the Internet. Accordingly, any personal information or other information which you transmit to us online is transmitted at your own risk. For this reason, we request that you do not send private information to us by email. However, doing so is allowed, but at your own risk. Some of the information you may enter on our website may be transmitted securely via a secure medium known as Secure Sockets Layer, or SSL. Credit Card information and other sensitive information are never transmitted via email. Personal Impact International may use software programs to create summary statistics, which are used for such purposes as assessing the number of visitors to the different sections of our site, what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

25.For site security purposes and to ensure that this service remains available to all users, Personal Impact International uses software programs to monitor network traffic to identify unauthorised attempts to upload or change information, or otherwise cause damage.

Links

26.We provide links to websites outside of our website, as well as to third party websites (such as social media sites). These linked sites are not under our control, and we cannot accept responsibility for the conduct of companies linked to our website. Before disclosing your personal information on any other website, we advise you to examine the terms and conditions of using that website and its privacy policy. Third party websites are responsible for informing you about their own privacy practices.

Groups and forums

27.If you participate in a discussion forum, chat room or webinar, you should be aware that the information you provide there will be made broadly available to others, potentially inside or outside Personal Impact International, who have access to that discussion forum or chat room. Also, please recognise that individual forums and chat rooms may have additional rules and conditions. Each participant's opinion on a forum or chat room is his or her own and should not be considered as reflecting the opinion of Personal Impact International.

28. Please be advised that for any forums or Webinars you attend, recordings can be enabled by a meeting or webinar host. By signing up for any of Personal Impact International's, or any other host authorised by Personal Impact International's, webinar services or otherwise using them in any way, including without limitation by attending any Personal Impact International meeting or webinar, you expressly acknowledge that we may make and store Recordings for meetings or webinars, and may make such recordings available to hosts and other Attendees at the direction of Personal Impact International. If you do not want to be recorded, you can choose to leave the meeting or webinar.

We do not sell, rent or lease its customer lists to third parties.

29. Personal Impact International may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. Personal Impact International may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Personal Impact International, and they are required to maintain the confidentiality of your information.

30. Personal Impact International will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to:

- a. comply with legal process served on Personal Impact International or the site;
- b. protect and defend the rights or property of Personal Impact International; and,
- c. act under exigent circumstances to protect the personal safety of users of Personal Impact International, or the public.

Can-spam compliance

31. In compliance with the CAN-SPAM Act, all e-mail sent from our organization will clearly state who the e-mail is from and provide clear information on how to contact the sender. In addition, all e-mail messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us.

Data under EU GDPR compliance

32. Here at Personal Impact International we respect and value the right to privacy. We are also consumers and know that it is our responsibility to build a company that protects consumer privacy. Our services are designed to protect privacy and personal data of consumers. Personal Impact International is considered a “data processor” under the guidelines of the GDPR. Our customers are primarily considered to be “data controllers”, and are responsible for meeting additional privacy or consent gathering requirements for their individual use case.

Information we process because we have a contractual obligation with you

33. When you use Personal Impact International services, you agree to our terms and conditions, a contract is formed between you and us. In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- a. verify your identity for security purposes provide you with our services .
- b. provide you with suggestions and advice on services and how to obtain the most from using our website.

34. Personal Impact International processes this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

35. Personal Impact International shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

Information we process with your consent

36. Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our business, including our services, you provide your consent to us to process information that may be personal information.

- a. Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies.
- b. Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.
- c. Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you

personally. Personal Impact International may aggregate it in a general way and use it to provide class information, for example to monitor the performance of a particular page on our website.

- d. If you have given us explicit permission to do so, we may from time to time pass your name and contact information to selected associates whom we consider may provide services or products you would find useful.

37. Personal Impact International continues to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists. You may withdraw your consent at any time by instructing us at info@personalimpact.ca. However, if you do so, you may not be able to use our website or our services further.

Information we process for the purposes of legitimate interests

38. Personal Impact International may process information on the basis there is a legitimate interest, either to you or to us, of doing so. Where we process your information on this basis, we do after having given careful consideration to:

- a. whether processing (or not processing) might cause you harm
- b. whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- c. record-keeping for the proper and necessary administration of our organisation or business.
- d. responding to communication from you to which we believe you would expect a response.
- e. protecting and asserting the legal rights of any party
- f. insuring against or obtaining professional advice that is required to manage organisational or business risk .
- g. protecting your interests where we believe we have a duty to do so

How we share information

39. We may share your information, including personal information, as follows:

- a. **Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected to the other company.
- b. **In Response to Legal Process.** We also may disclose the information we collect from in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- c. **To Protect Us and Others.** We also may disclose the information we collect where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which Personal Impact International is involved.

Information relating to your method of payment

40. Personal Impact International does not store information about your debit or credit card or other means of payment when you provide it to us

41. Personal Impact International takes the following measures to protect your payment information:

- a. We keep your payment information encrypted on our servers.

We do not keep all your payment information so as:

- b. To prevent the possibility of our duplicating a transaction without a new instruction from you;
- c. To prevent any other third party from carrying out a transaction without your consent

Opt-out & unsubscribe

42. Our site provides users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any e-mail they receive from us at any time.

- a. Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.
- b. We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from Personal Impact International by contacting us here:

Web page: personalimpact.ca

Email: client@personalimpact.ca

Access to your own information

43. At any time you may review or update personally identifiable information that we hold about you, by signing in to your account on our website.

44. To obtain a copy of any information that is not provided on our website you may send us a request at info@personalimpact.ca.

45. After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

Removal of your information

46. If you wish us to remove personally identifiable information from our website, you may contact us using our contact us page info@personalimpact.ca.

Note: This may limit the service we can provide to you.

Verification of your information

47. When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Retention period for personal data

48. Except as otherwise mentioned in this privacy notice, Personal Impact International keep your personal information only for as long as required by us:

- a. To provide you with the services you have requested;
- b. To comply with other law, including for the period demanded by our tax authorities;
- c. To support a claim or defense in court.

Review/modification of this privacy policy

49. This Policy is current as of the Effective Date set forth below. However, Personal Impact International may update this privacy notice from time to time as necessary. The

terms that apply to you are those posted here on our website on the day you use our website. We solely advise you to print a copy for your records.

50. This privacy policy was last updated on March 14, 2021.

If you have any question regarding our privacy policy, please contact us client@personalimpact.ca.