

## ***Privacy Policy***

*Rev 1 – 17 May 2021*

This Privacy Policy describes how www.circuitiq.com (the “Site” or “we”) collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

### **Collecting Personal Information**

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information that can uniquely identify an individual (including the information below) as “Personal Information.” See the list below for more information about what Personal Information we collect and why.

#### **Device Information**

- **Examples of Personal Information collected:** version of web browser, IP address, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.
- **Purpose of collection:** to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.
- **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels.
- **Disclosure for a business purpose:** shared with our processor Shopify.

#### **Order Information**

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.
- **Purpose of collection:** to provide products or services to you to fulfill our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- **Source of collection:** collected from you.
- **Disclosure for a business purpose:** shared with our processor Shopify.

## Customer Support Information

- **Examples of Personal Information collected:** name, billing address, shipping address, payment information, email address, and phone number.
- **Purpose of collection:** to provide customer support.
- **Source of collection:** collected from you.

## Sharing Personal Information

We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above. For example:

- We use Shopify to power our online store. You can read more about how Shopify uses your Personal Information at [Shopify's Privacy Policy](#).
- We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect our rights.

## Behavioural Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information at [Google's Privacy Policy](#). You can also opt out of Google Analytics at [Google Analytics Opt-Out](#).
- We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location).

For more information about how targeted advertising works, you can visit the [Network Advertising Initiative's educational page](#).

You can opt out of targeted advertising by:

- Visiting [Google Ads Settings](#)
- Visiting the [Digital Advertising Alliance's opt-out portal](#)

## Using Personal Information

We use your Personal Information to provide our services to you, which includes: offering products for sale, processing payments, shipping and fulfillment of your order, and keeping you up to date on new products, services, and offers.

## **Cookies**

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

We use the following cookies to optimize your experience on our Site and to provide our services.

### **Cookies Necessary for the Functioning of the Store**

Name	Function
_ab	Used in connection with access to admin.
__secure_session_id	Used in connection with navigation through a storefront.
cart	Used in connection with shopping cart.
cart_sig	Used in connection with checkout.
cart_ts	Used in connection with checkout.
checkout_token	Used in connection with checkout.
secret	Used in connection with checkout.
secure_customer_sig	Used in connection with customer login.
storefront_digest	Used in connection with customer login.
__shopify_u	Used to facilitate updating customer account information.

### **Reporting and Analytics**

Name	Function
__tracking_consent	Tracking preferences.

Name	Function
_landing_page	Track landing pages.
_orig_referrer	Track landing pages.
_s	Shopify analytics.
_shopify_fs	Shopify analytics.
_shopify_s	Shopify analytics.
_shopify_sa_p	Shopify analytics relating to marketing & referrals.
_shopify_sa_t	Shopify analytics relating to marketing & referrals.
_shopify_y	Shopify analytics.
_y	Shopify analytics.

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser’s “Tools” or “Preferences” menu. For more information on how to modify your browser settings or how to block, manage, or filter cookies, refer to your browser’s help file or to [www.allaboutcookies.org](http://www.allaboutcookies.org).

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt out of certain uses of your information by these parties, please follow the instructions in the “Behavioural Advertising” section above.

### **Do Not Track**

Please note that because there is no consistent industry understanding of how to respond to “Do Not Track” signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

## Changes

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

## Contact

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [info@circuitiq.com](mailto:info@circuitiq.com) or by mail using the details provided below:

CircuitIQ Inc., 1328 Bleams Road, Petersburg, ON N0B 2H0, Canada

If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the relevant data protection authority. You can contact your local data protection authority, or our supervisory authority [here](#).

*Last updated: May 17, 2021.*

## Mobile Application Privacy Policy

*Last updated: May 17, 2021.*

CircuitIQ (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our mobile application (the “App”) or our website [www.circuitiq.com](http://www.circuitiq.com) (the “Site”). Please read this Privacy Policy carefully. **If you do not agree with the terms of this Privacy Policy, please do not access the App.**

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the App after the date such revised Privacy Policy is posted.

## Collection of Your Information

We collect information about you in a variety of ways. The information we collect via the App depends on the content and materials you use, and includes:

### Personal Data

We collect and store all personal information related to your App profile, which you voluntarily give us either upon sign-up or through continued use of the App:

- First and last name

- Email address
- Company
- Address
- Phone number
- Role

### **Property and Electrical Data**

We collect and store information related to your electrical systems, which you voluntarily give us by using the App, including:

- Property address
- Property contacts
- Electrical panel details
- Electrical outlet details

### **Mobile Device Data**

Device information such as your mobile device ID number, model, and manufacturer, version of your operating system, phone number, country, location, and any other data you choose to provide.

### **Push Notifications**

We may request to send you push notifications regarding your account or the App. If you wish to opt out from receiving these types of communications, you may turn them off in your device's settings.

### **Mobile Device Access**

We may request access or permission to certain features from your mobile device, including your mobile storage, Bluetooth, location, camera, and phone. These permissions allow the App to perform critical tasks such as scanning QR codes, uploading documents, and scanning for and connecting to Bluetooth peripherals. If you wish to change our access or permissions, you may do so in your device's settings.

### **Use of Your Information**

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the App to:

- Generate a personal profile about you to make future visits to the App more personalized.
- Provide you and anyone that you authorize with electrical systems documentation.
- Monitor and analyze usage and trends to improve your experience with the App.
- Notify you of updates to the App or Site.
- Request feedback and contact you about your use of the App.
- Improve our website and product (we continually strive to improve CircuitIQ and the website based on your feedback).
- Periodically send promotional emails about new products, special offers, or other information which we think you may find interesting using the email address which you have provided.

### **Disclosure of Your Information**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- We will not sell, distribute, or lease your personal information to unrelated third parties unless we have your permission or are required by law to do so.
- We may need to send your personal information to our third-party vendors, who are under contractual obligations to keep this information confidential.
- We may also use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
- If we ever sell CircuitIQ, or participate in a merger or consolidation, and our user data is one of the assets involved in the sale, your personal information will be part of this sale or transfer.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.

### **Security**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

## **Minors**

Our service is not intended for children under 13 years of age. No one under the age of 13 may provide any personal information to, or on, the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website, or on or through any of its features/ functionality, make any purchases through the Website, use any of the interactive or public comment features that may be available on this Website, or provide any information about yourself to us, including your name, address, telephone number, e-mail address, or any screen name or username you may use. If we learn that we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@circuitiq.com](mailto:info@circuitiq.com).

## **Options Regarding Your Information**

You can review and change your personal information by logging into your profile through the website or App and visiting your account profile page or settings page. You may also send us an e-mail to request access to, correct, or delete any personal information that you have provided to us. We may not be able to delete your personal information except by also deleting your user account. We also may not accommodate a request to change information if we believe the change would violate any law or legal requirement, or cause the information to be incorrect. Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use, and/or comply with legal requirements.

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt out by:

- Contacting us using the contact information provided above.
- Clicking the opt-out button at the bottom of any promotional email you receive.

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

### **Your Consent**

By using our Site or App, you consent to our Privacy Policy.