

Privacy Policy

Rev 3 – 24 March 2026

This Privacy Policy describes how CircuitIQ Inc. (“CircuitIQ,” “we,” “us,” or “our”) collects, uses, discloses, and safeguards your personal information when you visit our website at www.circuitiq.com (the “Site”), use our mobile application (the “App”), or interact with any CircuitIQ product, service, tool, or platform (collectively, the “Services”). Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access or use the Services.

We reserve the right to update this Privacy Policy at any time. We will alert you to changes by updating the “Last Updated” date above. You are encouraged to review this Privacy Policy periodically. Your continued use of the Services after any changes constitutes acceptance of the updated Privacy Policy.

Data Ownership and Licensing

In addition to this Privacy Policy, the ownership, licensing, handling, storage, processing, and permitted use of data collected, generated, or processed through the Services—including electrical infrastructure data, system outputs, and derived or aggregated data—is governed by CircuitIQ’s Data Ownership Policy, as may be amended from time to time (the “Data Ownership Policy”). The current version of the Data Ownership Policy is available at [URL] and through the App.

By using any CircuitIQ product or service, you acknowledge and agree to the terms of the Data Ownership Policy as it exists at the time of your use. Capitalized terms used in this Privacy Policy that are defined in the Data Ownership Policy (including, without limitation, “Client Data,” “Output Data,” “CircuitIQ Data,” “Derived Data,” and “Confidential Information”) have the meanings assigned to them in that document. In the event of a conflict between this Privacy Policy and the Data Ownership Policy with respect to data ownership, licensing, or permitted use, the Data Ownership Policy shall prevail.

Collecting Personal Information

When you use the Services, we collect certain information about you, your devices, and your interaction with the Services. 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 as “Personal Information.”

Certain categories of information collected through CircuitIQ products—including electrical infrastructure data, property data, and system outputs—are further defined and governed by the Data Ownership Policy.

Personal Data

We collect and store personal information that you voluntarily provide upon sign-up or through continued use of the Services, including:

- First and last name
- Email address
- Company name
- Mailing address
- Phone number
- Role or job title

Order Information

When you make a purchase, we collect information necessary to process and fulfill your order, including:

- Name, billing address, and shipping address
- Payment information (including credit card numbers)
- Email address and phone number

Purpose: To fulfill our contract with you, process payments, arrange shipping, provide invoices and order confirmations, communicate with you, and screen orders for potential risk or fraud.

Disclosure: Shared with our e-commerce platform provider, Shopify. You can read more about how Shopify uses your Personal Information at [Shopify's Privacy Policy](#).

Property and Electrical Data

When you use the App or CircuitIQ hardware and tools, we collect information related to your electrical systems, including:

- Property address and property contacts
- Electrical panel details, circuit information, and outlet details
- Device labels, system metadata, and property-specific operational data

The ownership, licensing, and permitted use of this data is governed by the Data Ownership Policy.

Device and Mobile Information

We automatically collect certain information about your device and how you interact with the Services, including:

- Web browser type and version, IP address, and time zone
- Cookie information, pages viewed, search terms, and interaction data
- Mobile device ID, model, manufacturer, and operating system version
- Country and location data

Source: Collected automatically using cookies, log files, web beacons, tags, or pixels when you access the Services.

Mobile Device Access and Push Notifications

We may request access to certain features of your mobile device, including storage, Bluetooth, location, camera, and phone, to enable core functionality such as scanning QR codes, uploading documents, and connecting to Bluetooth peripherals. You may change these permissions in your device's settings.

We may send push notifications regarding your account or the App. You may opt out of push notifications through your device's settings.

Customer Support Information

If you contact us for customer support, we may collect your name, address, payment information, email address, and phone number as needed to assist you.

Use of Your Information

We use the Personal Information we collect to provide, maintain, and improve the Services, including to:

- Process transactions, fulfill orders, and arrange shipping
- Provide you and authorized persons with electrical systems documentation
- Generate a personalized profile to improve your experience
- Monitor and analyze usage and trends to optimize the Services
- Communicate with you, including responding to inquiries and sending updates
- Request feedback about your use of the Services

- Send periodic promotional emails about new products, offers, or information we believe may be of interest to you
- Screen for potential risk, fraud, or security threats

Derived and Aggregated Data

CircuitIQ may generate anonymized, aggregated, or non-identifiable data derived from your use of the Services (“Derived Data” as defined in the Data Ownership Policy). Such Derived Data, which cannot reasonably be used to identify you, may be used by CircuitIQ for service improvement, analytics, research, product development, machine-learning training, and other lawful commercial purposes. Further details regarding CircuitIQ’s rights in Derived Data are set out in the Data Ownership Policy.

Disclosure of Your Information

We do not sell your Personal Information to unrelated third parties. We may share your Personal Information in the following circumstances:

- **Service Providers:** We share information with third-party service providers who assist us in operating the Services, processing payments, and fulfilling orders, subject to contractual confidentiality obligations. This includes Shopify, which powers our online store.
- **Advertising Partners:** We may share information about your use of the Site and your interaction with our advertisements with advertising partners, including through cookies or similar technologies. See “Behavioural Advertising” below.
- **Legal Compliance:** We may disclose your information to comply with applicable laws, regulations, court orders, subpoenas, or other lawful requests, or to enforce our Terms of Service and other agreements.
- **Business Transfers:** If CircuitIQ participates in a merger, acquisition, consolidation, or sale of assets, your Personal Information may be part of the transferred assets. We will provide notice before your Personal Information becomes subject to a different privacy policy.
- **Subcontractors and Authorized Service Providers:** Subcontractors and service providers who perform work involving CircuitIQ technology are subject to the obligations set out in the Data Ownership Policy, including confidentiality, data handling, and non-retention requirements.

The Data Ownership Policy may also permit Customers to share certain Output Data relating to their property with their employees, contractors, agents, insurers, tenants, prospective purchasers, and regulatory authorities, subject to the conditions set out in

that document. Property-related Output Data may include information such as property contacts that could identify individuals. CircuitIQ is not responsible for any Customer’s handling or sharing of Output Data with such recipients.

Behavioural Advertising

We may 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 understand how visitors use the Site. You can read more about how Google uses your information at [Google’s Privacy Policy](#). You can opt out of Google Analytics at [Google Analytics Opt-Out](#).
- We share information about your use of the Site and your purchases with advertising partners, in some cases through cookies or similar technologies.

For more information about targeted advertising, visit the [Network Advertising Initiative](#). You can opt out of targeted advertising through [Google Ads Settings](#) or the [Digital Advertising Alliance Opt-Out Portal](#).

SMS Communications

The Site uses cookies to track items in your shopping cart, including abandoned carts, to determine when to send cart reminder messages via SMS.

We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your SMS opt-in or consent status with third parties that help us provide our messaging services, including platform providers, phone companies, and other vendors who assist in the delivery of text messages.

Cookies

A cookie is a small file downloaded to your computer or device when you visit the Site. We use functional, performance, advertising, and content cookies to remember your preferences, analyze usage, and improve the Services.

Cookies Necessary for Store Functionality

Name	Function
_ab	Used in connection with access to admin.
_secure_session_id	Used in connection with navigation through the storefront.
cart	Used in connection with the 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 Cookies

Name	Function
_tracking_consent	Tracking preferences.
_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 and referrals.
_shopify_sa_t	Shopify analytics relating to marketing and referrals.
_shopify_y	Shopify analytics.
_y	Shopify analytics.

Session cookies last until you stop browsing. Persistent cookies remain until they expire or are deleted; most of ours expire between 30 minutes and two years from download. You can manage cookies through your browser settings. For more information, visit www.allaboutcookies.org. Blocking cookies may affect functionality and may not completely prevent information sharing with third parties such as advertising partners.

Do Not Track

Because there is no consistent industry standard for responding to “Do Not Track” signals, we do not currently alter our data collection and usage practices when we detect such a signal from your browser.

Cross-Border Data Processing

CircuitIQ may store or process your information in Canada, the United States, or other jurisdictions in accordance with applicable privacy laws and contractual obligations. Where your data is processed outside your jurisdiction of residence, CircuitIQ maintains appropriate administrative, technical, and physical safeguards to protect your information. Further details regarding cross-border data handling are set out in the Data Ownership Policy.

Data Retention and Deletion

CircuitIQ retains Personal Information for as long as necessary to provide the Services, fulfill the purposes described in this Privacy Policy, and comply with legal obligations.

Upon your request to terminate your account, we will deactivate or delete your account and identifiable Personal Information from our active databases within a reasonable timeframe. However, anonymized, aggregated, or non-attributable data derived from your use of the Services may be retained in accordance with the Data Ownership Policy.

Some information may also be retained as required to prevent fraud, troubleshoot problems, assist with investigations, enforce our Terms of Service, and comply with legal requirements. Customers are responsible for maintaining their own copies of Output Data (as defined in the Data Ownership Policy); CircuitIQ is not obligated to store Output Data permanently unless expressly contracted to do so.

Security

We use administrative, technical, and physical security measures to protect your Personal Information. While we have taken reasonable steps to secure your information, no method of transmission over the Internet or electronic storage is completely secure. We cannot guarantee absolute security of your information.

Minors

The Services are not intended for children under 13 years of age. We do not knowingly collect Personal Information from children under 13. If we learn that we have collected information from a child under 13 without verification of parental consent, we will delete that information. If you believe we may have information from or about a child under 13, please contact us at info@circuitiq.com.

Your Rights and Choices

You may review and update your Personal Information by logging into your account through the Site or App. You may also contact us to request access to, correction of, or

deletion of your Personal Information, subject to the retention provisions described above and in the Data Ownership Policy.

To opt out of promotional communications, you may:

- Click the unsubscribe link at the bottom of any promotional email
- Contact us using the contact information below

Applicable Privacy Legislation

CircuitIQ complies with applicable privacy legislation, including Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy legislation, as well as U.S. state privacy laws (such as the CCPA/CPRA) where applicable. Where required by law, CircuitIQ will enter into appropriate data-protection addenda or cross-border transfer mechanisms.

Your Consent

By using the Services, you consent to this Privacy Policy and the Data Ownership Policy. Where applicable law requires express consent for specific processing activities, we will obtain such consent separately.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our practices or for other operational, legal, or regulatory reasons. Updated versions take effect upon posting. It is your responsibility to review this Privacy Policy periodically.

Contact

If you have questions about this Privacy Policy, or if you would like to make a complaint or exercise your privacy rights, please contact us:

Email: info@circuitiq.com

Phone: 1-888-956-2283 (1-888-Y-LOCATE)

Mail: 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 applicable data protection authority, such as the [Office of the Privacy Commissioner of Canada](#) or your provincial privacy commissioner.