

# Geocoder.ca Privacy Statement

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## Introduction

Geocoder.ca is a registered doing-business-as name of Geolytica INC, a Canadian Corporation. <https://ised-isde.canada.ca/cc/lgy/fdrlCrpDtIs.html?corpId=6874142>

We understand that you are aware of and care about your own personal privacy interests, and we take that seriously. This Privacy Notice describes Geocoder.ca's policies and practices regarding its collection and use of your personal data, and sets forth your privacy rights. We recognize that information privacy is an ongoing responsibility, and so we will from time to time update this Privacy Notice as we undertake new personal data practices or adopt new privacy policies.

## **Data Protection Officer**

Geocoder.ca is headquartered in Ottawa, Ontario, and Sackville, New Brunswick in Canada. Geocoder.ca has appointed an internal data protection officer for you to contact if you have any questions or concerns about Geocoder.ca's personal data policies or practices. If you would like to exercise your privacy rights, please direct your query to Geocoder.ca's data protection officer. Geocoder.ca's data protection officer's name and contact information are as follows:

Teo Osmenaj

532 Golden Sedge

Gloucester, ON

K1T0G5, Canada

sec@Geocoder.ca

## **How we collect and use (process) your personal information**

Geocoder.ca collects personal information about its website visitors and customers.

This information may include:

- work email (mandatory for customers)

We use this information to provide prospects and customers with services.

We do not sell personal information to anyone and only share it with third parties who are facilitating the delivery of our services.

## **Use of the Geocoder.ca Website**

As is true of most other websites, Geocoder.ca's website collects certain information automatically and stores it in log files. The information may include internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, browser type, operating system and other usage information about the use of the Geocoder.ca website, including a history of the pages you view. We use this information to help us design our site to better suit our users' needs. We may also use your IP address to help diagnose problems with our server and to administer our website, analyze trends, track visitor movements, and gather broad demographic information that assists us in identifying visitor preferences.

Geocoder.ca has a legitimate interest in understanding how customers and potential customers use its website. This assists Geocoder.ca with providing more relevant products and services and with providing appropriate staffing to meet member and customer needs.

In short, We recognize the importance of the privacy of our users, so we design our services with the goal of carefully safeguarding your information. We do not share, nor redistribute any of the information that we might collect in the course of our activities. We will however from time to time use the non-personally-identifying location information you provide to improve our current products and develop new ones.

## **Cookies and tracking technologies**

We use cookies on our website to signal your logged-in status and track behavior on our website.

## **Sharing information with third parties**

The personal information Geocoder.ca collects from you is stored in one or more databases hosted by third parties located in Canada and the US. These third parties do not use or have access to your personal information for any purpose other than cloud storage and retrieval. On occasion, Geocoder.ca engages third parties to send information to you, including information about our products, services, and events.

We do not otherwise reveal your personal data to non-Geocoder.ca persons or businesses for their independent use unless: (1) you request or authorize it; (2) the information is provided to comply with the law (for example, compelled by law enforcement to comply with a search warrant, subpoena, or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (3) the information is provided to our agents, vendors or service providers who perform functions on our behalf; (4) to address emergencies or acts of God; or (5) to address disputes, claims, or to persons demonstrating legal authority to act on your behalf. We may also gather aggregated data about our services and website visitors and disclose the results of such aggregated (but not personally identifiable) information to our partners, service providers, advertisers, and/or other third parties for marketing or promotional purposes.

## **Transferring personal data to the U.S.**

Geocoder.ca has its headquarters in Canada. Information we collect about you will be processed in Canada and the US. By using Geocoder.ca's services, you acknowledge that your personal information will be processed in Canada. Canada has not sought nor received a finding of "adequacy" from the European Union under Article 45 of the GDPR. Pursuant to Article 46 of the GDPR, Geocoder.ca is providing for appropriate safeguards by entering binding, standard data protection clauses, enforceable by data subjects in the EEA and the UK. These clauses have been enhanced based on the guidance of the European Data Protection Board and will be updated when the new draft model clauses are approved.

Depending on the circumstance, Geocoder.ca also collects and transfers to the U.S. personal data with consent; to perform a contract with you; or to fulfill a compelling legitimate interest of Geocoder.ca in a manner that does not outweigh your rights and freedoms. Geocoder.ca endeavors to apply suitable safeguards to protect the privacy and security of your personal data and to use it only consistent with your relationship with Geocoder.ca and the practices described in this Privacy Statement. Geocoder.ca also enters into data processing agreements and model clauses with its vendors whenever feasible and appropriate. Since it was founded, Geocoder.ca has received zero government requests for information.

For more information or if you have any questions, please contact us at [geodata@Geocoder.ca](mailto:geodata@Geocoder.ca).

## Data Subject rights

The European Union's General Data Protection Regulation (GDPR) and other countries' privacy laws provide certain rights for data subjects. Data Subject rights under GDPR include the following:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right of data portability
- Right to object
- Rights related to automated decision making including profiling

This Privacy Notice is intended to provide you with information about what personal data Geocoder.ca collects about you and how it is used.

If you wish to confirm that Geocoder.ca is processing your personal data, or to have access to the personal data Geocoder.ca may have about you, please contact us.

You may also request information about: the purpose of the processing; the categories of personal data concerned; who else outside Geocoder.ca might have received the data from Geocoder.ca; what the source of the information was (if you didn't provide it directly to Geocoder.ca); and how long it will be stored. You have a right to correct (rectify) the record of your personal data maintained by Geocoder.ca if it is inaccurate. You may request that Geocoder.ca erase that data or cease processing it, subject to certain exceptions. You may also request that Geocoder.ca cease using your data for direct marketing purposes. In many countries, you have a right to lodge a complaint with the appropriate data protection authority if you have concerns about how Geocoder.ca processes your personal data. When technically feasible, Geocoder.ca will—at your request—provide your personal data to you.

Reasonable access to your personal data will be provided at no cost. If access cannot be provided within a reasonable time frame, Geocoder.ca will provide you with a date when the information will be provided. If for some reason access is denied, Geocoder.ca will provide an explanation as to why access has been denied.

For questions or complaints concerning the processing of your personal data, you can email us at [geodata@Geocoder.ca](mailto:geodata@Geocoder.ca). Alternatively, if you are located in the European Union, you can also have recourse to the European Data Protection Supervisor or with your nation's data protection authority.

## **Data storage and retention**

Your personal data is stored by Geocoder.ca on its servers, and on the servers of the cloud-based database management services the Geocoder.ca engages, located in Canada and the US. Geocoder.ca retains service data for the duration of the customer's business relationship with the Geocoder.ca and for a period of time thereafter, to analyze the data for Geocoder.ca's own operations, and for historical and archiving purposes associated with Geocoder.ca's services.

Geocoder.ca retains prospect data until such time as it no longer has business value and is purged from Geocoder.ca systems. All personal data that Geocoder.ca controls may be deleted upon verified request from Data Subjects or their authorized agents. For more information on where and how long your personal data is stored, and for more information on your rights of erasure and portability, please contact us at: [geodata@Geocoder.ca](mailto:geodata@Geocoder.ca).

## **Children's data**

We do not knowingly attempt to solicit or receive information from children.

## **Intellectual Property Indemnity**

Geocoder.ca shall indemnify, defend and hold harmless Buyer and its customer from all claims, suits, actions, awards (including, but not limited to, awards based on intentional infringement of patents), liabilities, damages, costs and attorneys' fees related to the actual or alleged infringement of any intellectual property right or misappropriation or wrongful use of information or documents, and arising out of or related to the use, manufacture, reproduction, sale or other distribution of Services by Buyer or its customer.

Buyer and/or its customer shall timely notify Geocoder.ca of any such claim, suit or action. Geocoder.ca shall, at its own expense, defend such claim, suit or action and Buyer shall have the right to participate in the defense at its own expense. Geocoder.ca shall have no obligation to indemnify Buyer for infringement arising from (i) the compliance of Geocoder.ca's new product design with formal specifications issued by Buyer where infringement could not be avoided in complying with such specifications or (ii) use or sale of Services for other than their intended application when such infringement would not have occurred from the use or sale of those Services solely for the purpose for which they were designed or sold by Geocoder.ca. The exception in (i) above shall not apply if the infringement arises out of adherence to one or more industry standards or regulatory requirements.

## **Questions, concerns or complaints**

If you have questions, concerns, complaints, or would like to exercise your rights, please contact us at [geodata@Geocoder.ca](mailto:geodata@Geocoder.ca).