

## Privacy Notice

### Introduction

The protection of privacy and the preservation of the confidentiality of personal information have always been a priority of Dynamicly Inc. ("Dynamicly", "we", or "us").

The purpose of this Personal Information Protection Notice ("Privacy Notice") is to demonstrate the commitment of Dynamicly to the protection of privacy, as well as to inform you about the types of Personal Information that Dynamicly collects, uses, and discloses, including in connection with its Website, and the purposes for such collection, use, and disclosure of Personal Information. This Privacy Notice also governs the personal information collected about users of Dynamicly's Website and explains how we use and share the personal information we collect from people who visit our Website [www.dynamicly.com](http://www.dynamicly.com) (the "Website"). It also explains how we use cookies and similar technologies.

From time to time, we may make changes to this Privacy Notice. The Privacy Notice is current as of the "last revised" date, which appears at the bottom of this page. We will treat Personal Information in a manner consistent with the Privacy Notice under which it was collected, unless we have your consent to treat it differently.

### Scope of the Privacy Notice

This Privacy Notice applies to any Personal Information we collect or receive about you, from any source. "Personal Information" means information about an identifiable individual. This information may include, but is not limited to, your name, mailing address, telephone number, e-mail address, inquiries you have made, and voice data that you have provided.

### Collection of Personal Information

In most cases, we will collect Personal Information directly from you when interact with us about a product or service that we offer or provide. In general, we collect Personal Information when you:

- ask us for information about a product;
- interact with our virtual assistant;
- contact us or send us comments or suggestions;
- visit our Website.

When you visit our Website, we may collect technical information by electronic means such as cookies. We use this information to measure and improve the effectiveness of our Website or to enhance customer experience.

Cookies are a technology that allows a Website to remember you. For example, this technology allows our virtual assistant to remember previous interactions.

You have the option to completely block cookies, but many functions of many Websites may no longer be accessible.

You also have the option to leave cookies functional, but to disable information sharing between different Websites (third-party cookies), which increases the privacy protection while still allowing you to use the different websites to their own full potential.

If you want to change the way cookies are managed, here is the list of the online help pages of the main browsers that can be of help:

- [Mozilla Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Internet Explorer](#)
- [Microsoft Edge](#)

We treat information from cookies as Personal Information when associated with your account or contact information. For example, we may collect and use the following types of information when you visit our Website:

- **Google Analytics:** We use Google Analytics, which allows us to see information about the user's activities, including the pages visited, the source and the time spent on our Website. This information is de-identified and displayed as numbers, which means that it cannot be used to identify the user. You can disable, block, or opt out of Google Analytics by visiting the [Google Analytics disable page](#).

**Remarketing:** We may use Google AdWords Remarketing, or similar tools, for Internet advertisement and post ads on third party Websites (including Google) directed to people who have already visited our Website. AdWords Remarketing, or any other similar tool, displays ads for you based on sections of our Website you have viewed by placing a cookie on your web browser. This could mean that we post ads for visitors even if they have not completed a task on our site or place ads on the Google search results page of a site that is part of the Google Display Network or another search engine. The cookie in question does not identify you and does not give access to your computer or mobile device. It only serves to tell other websites that you have visited a particular page of our Website, so that they can show you ads that are relevant to the page in question. You may opt out of Google AdWords Remarketing if you do not wish to participate, by visiting the online help pages of the main browsers mentioned previously in this section.

### **Collection and use of Personal Information purposes**

We generally use your Personal Information for the following purposes (the "Purposes"):

- to provide customer service and to respond to your inquiries or requests;
- to send you information and offers about our services and products;

- to understand and analyze your replies, needs and preferences; and
- to elaborate, improve, commercialize, and offer products and services that meet your needs.

If we use your Personal Information for any other Purposes, we will identify the reasons why this information will be used and we will always ask for your prior permission (whether verbally, electronically, or in writing).

### **Disclosure and transfer of Personal Information**

Dynamicly shall not give, sell, or lease Personal Information to any company or person other than those entities affiliated to Dynamicly and/or mandated by Dynamicly for the Purposes associated to the management of the Personal Information, and our Website. For example, we may transfer your Personal Information to third party service providers with whom we have a contractual agreement that includes appropriate privacy standards, where such third parties are assisting us with the Purposes – such as service providers that provide data storage or processing.

We may also disclose Personal Information to a potential acquirer in connection with a transaction involving the sale of some or all of the business of Dynamicly (in which case the use of your Personal Information by the new entity would continue to be limited by applicable law), or as otherwise permitted or required by law.

### **Safeguarding Personal Information**

We have implemented physical, organizational, contractual, and technological security measures to protect your Personal Information from loss or theft, unauthorized access, disclosure, copying, use, or modification. The only employees who are granted access to your Personal Information are those with a business 'need-to-know' or whose duties reasonably require such information

### **Retention and location of the files containing Personal Information**

We will utilize, disclose, or retain your Personal Information for as long as necessary to fulfill the purposes for which that Personal Information was collected and as permitted or required by law. Personal Information that we collect from you is processed and backed up in confidential and secured data banks.

### **Access and correction of Personal Information**

We will ensure that your Personal Information is kept as accurate, complete, and up-to-date as possible. We will not routinely update your Personal Information, unless such a process is necessary. We expect you, from time to time, to supply us with written updates to your Personal Information, when required.

You may also submit a written request to the following addresses to review or correct any Personal Information about you that we have collected, used, or disclosed. This written request may be submitted at the coordinates listed in the "Contact Us" section or by filling out the "Contact Us" form [available online](#).

We may request that you provide sufficient identification to permit access to the existence, use, or disclosure of your Personal Information. Any such identifying information shall be used only for this purpose.

We will attempt to respond to each of your written requests not later than thirty (30) days after receipt of such requests. We will advise you, in writing, if we cannot meet your requests within this time limit.

### **Contact Us**

All comments, questions, concerns, or complaints regarding your Personal Information, this Privacy Notice, or our privacy practices should be forwarded to the email or mailing address or by phone at:

By email: [info@dynamicly.com](mailto:info@dynamicly.com)

-or-

By post:

Dynamicly Inc.  
1255 Peel Street, Suite 550  
Montreal, Quebec H3B 2T9

-or-

By phone: +1 (833) 827-2428

### **Consent**

By providing Personal Information to Dynamicly, you recognize that you have consented, expressly, freely, and in full awareness to the collection, use, and disclosure of your Personal Information by Dynamicly for the purposes specified in the Privacy Notice or otherwise as identified to you at the time of collection of the Personal information.

You may decide that you would prefer that Dynamicly not use your Personal Information to send you promotion of new products or services or additional products and services that may be of interest to you and refuse to let Dynamicly communicate with you by mail, email, or by phone, for marketing purposes or quality control purposes. If so, you can let us know by contacting us at the coordinates listed under Contact Us or by filling out the "Contact Us" form [available online](#).

Last revision: September 2018