

Privacy Policy Schedule

Effective Date: November 1, 2024

Mapsted Corp., a company incorporated in Canada, having its registered office at Suite 209, 2030 Bristol Cir. Oakville, L6H 0H2, Ontario, Canada, (“Mapsted”, “we”, “us”, “our”) and our affiliates, third parties, and other partners recognizes the importance of privacy. We want you to feel confident using our services, and this privacy policy (“Policy”) is to help you understand and describe how we collect, use, and disclose information that we obtain about users of our websites, services, softwares or smartphone applications (all of which we refer to as the “Services”). This Policy describes the following:

Information We Collect

- What information we collect and how it is collected;
- How we use the information;
- With whom we may share information;
- Legal basis for processing the information;
- Your rights and choices;
- Security and storage of the information;
- Third party websites;
- Users outside the United States;
- California Disclosures; and
- Changes to the Policy and Contact Information.

Definition. When we use the term “personal data” or “personal information” throughout this Policy, we refer to the information we describe under this section as being collected by us and which are related to an identified or identifiable natural person, including you.

Registration and Contact Information. We collect information about you when you (a) register to use the Services and (b) otherwise provide contact information to us via email, mail, or through our Services. This information you provide may include your first and last name, email address, company name, mailing address or phone number.

Payment Information. When you purchase the Services, we will also collect transaction information, which may include your credit card information, billing and mailing address, and other payment-related information (“Payment Information”).

When you make a purchase on the Services, any credit card information you provide as part of your Payment Information is collected and processed directly by our payment processor Stripe through their Stripe Checkout service. We never receive or store your full credit card information. Stripe commits to complying with the Payment Card Industry Data Security Standard (PCI-DSS) and using industry standard security. Stripe may use your Payment Information in accordance with their own Privacy Policy here:

<https://stripe.com/us/checkout/legal>.

Technical, Usage and Location Information. We automatically collect information on how you interact with the Services, such as the IP address from which you access the Services, date and time, information about your browser,

operating system and computer or device, pages viewed and items clicked. We may also collect location information, including location information automatically provided by your computer or device.

We use local storage and other identification technologies on our website, and may also on mobile applications, email communications, advertisements, and other online services for a number of purposes, such may include: authenticating users, recurrence of users, remembering user preferences and settings, such as if the user subscribed to our newsletter, determining the popularity of content, delivering and measuring the effectiveness of advertising campaigns, analyzing site traffic and trends, and generally understanding the online behaviors and interests of people who interact with our Services.

For avoidance of doubt, local storage refers generally to other places on a browser or device where information can be stored by websites, ads, or third parties (such as HTML5 local storage and browser cache).

Location Data Information. Our location positioning technology relies on innovative, adaptive, data-fusion, and self-learning algorithms to deliver accurate, scalable indoor and outdoor positioning technology using any off-the-shelf smart-phone. This technology is forward-thinking in nature; it utilizes the disturbances (e.g., magnetic, wireless) in the environment to learn and determine the location. In essence, it approaches the problem by converting the interference/noise into useful information. To do so, you may exchange your GPS/cellular location, WiFi received signal strength, WiFi connectivity, Bluetooth Low-Energy ("BLE"), accelerometer, magnetometer/magnetic field, gyroscope and barometer/atmospheric pressure signal data with Us.

Our Services may operate on multiple device platforms and applications which may also collect your location data. We do not use this information to identify you personally without your consent. When you use our location based services and features, for example location based search, navigation and routing, or request for map data, your location data is sent to Us to serve you with the right content, which may also include location based advertising.

Other Information. We may collect other information from you that is not specifically listed here. We may use any such information in accordance with this Privacy Policy or as otherwise permitted by you.

SDKs. In cases when our Services are comprised of a technology that is installed, through a software development kit, in third-party mobile applications ("apps") belonging to our customers (hereinafter referred to as "SDK Customers"), and which provides our SDK Customers with real-time analytics and tools to create a better experience for their end users. When a SDK Customer uses our Services, the SDK Customer's app may collect personal information from end users ("SDK Customer Personal Data"). This SDK Customer Personal Data is owned and controlled by the respective SDK Customer, and we generally do not save any SDK Customer Personal Data. However, a portion of SDK Customer Personal Data may be maintained or processed by us for analytics purposes of our Services; and we consider such data to be strictly confidential. We collect and process SDK Customer Personal Data solely on behalf of our SDK Customers, and in accordance with our agreements with the respective SDK Customers. We do not use or disclose SDK Customer Personal Data except as authorized and required by our SDK Customers and provided for in our agreements with our SDK Customers.

Legal Basis. Our Legitimate Interest. We would like to help sales, marketing, and support teams better communicate with our customers. In order to engage visitors and leads we have a legitimate interest to collect relevant data and send messages based on this information. We consider your privacy and data protection rights when we pursue our legitimate interests and ensure that the way our Services work don't impact on those rights.

How We Use the Information We Collect

We may use information that we collect about you, including personal information, to:

Provide Our Services: We will use your information to provide our Services to you; to facilitate location-based services, to manage your account; to respond to your inquiries; and for other customer service and support purposes. We use the payment information you provide to us in order to alert you of past, current, and upcoming charges, to allow us to present the billing history to you on your billing page in the Services, and to perform internal finance processes, such as looking at the status of a credit card charge. In the event of a credit card dispute, we also share account information with your bank to verify the legitimacy of a charge.

Understand and improve our products. We will perform research and analysis about your use of, or interest in, our Services. We do this to help make our products better and to develop new products.

Communicate with you. Service-related communications. We may send you service and administrative emails to ensure the service is working properly.

Promotional. Subject to your opt-out preference, we may send you emails about new product features or other news about Mapsted or on topics we think would be relevant to you. You may opt out of receiving these communications at any time.

Responding to your requests. We will also use your information to respond to your questions or comments.

Administrative. We may contact you to inform you about changes in our services, our service offering and other important service-related notices, such as changes to the Policy or about security or fraud notices.

Protecting Rights and Interests. We will use your information to protect our rights and interests as well as the rights and interests of our users and any other person, as well as to enforce this Policy or our Terms of Service.

Legal Compliance. We may use your information to comply with applicable legal or regulatory obligations, including informal requests from law enforcement or other governmental authorities.

Other. We also may use your information to manage our business or perform functions as otherwise described to you at the time of collection subject to your consent.

Your Rights and Choices

Account. In order to keep your personal information accurate and complete, you can log in to review and update your account information, including contact and billing information, via your account settings page. You may also contact us to request information about the personal data we have collected from you and to request the correction, modification or deletion of such personal information. We will do our best to honor your requests subject to any legal and contractual obligations. If you would like to make a request, cancel your account or request we delete or no longer use your account information to provide you Services, contact us at info@mapsted.com or the address set forth at the end of this Policy. Subject to applicable law, we will retain and use your account information only as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

E-mail. As described above, if you do not wish to receive promotional emails from us, you may opt out at any time by following the opt-out link contained in the email itself. Please note that it may take up to ten (10) days to process your request. Please also note that if you opt out of receiving marketing communications from us, we may continue to send to you service-related emails which are not available for opt-out. If you do not wish to receive any service-related emails from us, you have the option to deactivate your account.

Third Party Analytics Services: You may opt-out of third party analytics services we use by going to their websites:

The Google Analytics service is provided by Google Inc. You can opt out from Google Analytics service from using your information by installing the Google Analytics Opt-out Browser tool: tools.google.com/dlpage/gaoptout. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: www.google.com/policies/privacy.

How We Respond to Do Not Track Signals. Your Web browser may have a “do not track” setting which, when enabled, causes your browser to send a do not track HTTP header file or “signal” to each site you visit. At present, the Services do not respond to this type of signal.

Data Subject Rights. You can access, rectify, erase, restrict or export your personal information at any time by emailing us at info@mapsted.com. You can object to our processing of your personal information at any time. Contact us with your requests or concerns at info@mapsted.com. If you are unsatisfied with the response you have the right to lodge a complaint with your supervisory authority.

Third-Party Links

Our Services may contain links to third-party websites and applications. Subject to your opt-out preferences (see Your Rights and Choices), we may also use third-party advertisers, ad networks, and other advertising, marketing, and promotional companies, to serve advertisements on our websites. Any access to and use of such linked websites and applications is not governed by this Policy but instead is governed by the privacy policies of those third parties. We do not endorse these parties, their content, or any products and services they offer, and we do not endorse these parties, their content, or any products and services they offer, and we are not responsible for the information practices of such third-party websites or applications.

Security and Storage of Information

Upon discovery of a security breach, Mapsted agrees to notify Customer of any unauthorized disclosure, access to, or misuse of Protected Data (“Breach”) and confirm receipt by Customer as soon as possible, but in no event shall such notification and confirmed receipt by the Customer be later than 24 hours following discovery of the Breach. Unless Mapsted has used secure communication channels, such notification shall not contain any Protected Data. Notwithstanding the foregoing, Mapsted may delay notification of a Breach if a law enforcement agency determines that such notification will impede a criminal investigation; such notification will then occur promptly after the law enforcement agency determines that it will not compromise the investigation.

Notification to Customer of a Breach is to be made by phone or/and electronically via email. Neither party may delay or interfere with any required notification of clients, consumers, regulatory agencies, or law enforcement of such a discovered or suspected incident, except as explicitly requested by involved law enforcement agencies.

Notification shall include the nature of the information lost or disclosed, how the loss or disclosure happened, the identity of all customers or consumers potentially affected, the status of any internal or regulatory or law enforcement investigation, and any actions taken or required by either party to stop or limit any significant harm or inconvenience to the Customer or any affected customers or consumers. Each party shall remain responsible for notification of its own customers, regulators, and law enforcement agencies of any such discovered or suspected Breaches required by laws applicable to such party and this Agreement.

We retain the personal data we collect for so long as reasonably necessary to fulfill the purposes for which the data was collected, to perform our contractual and legal obligations, and for any applicable statute of limitations periods for the purposes of bringing and defending claims.

International Transfer of Data

Our application and database servers are located with Amazon Cloud Services in the United States. Amazon Cloud Services has certified with the Department of Commerce that it adheres to the Privacy Shield Principles under the EU-U.S. Data Privacy Framework; and AWS’s current DPA can be found in AWS’s Service terms [here](#):

<https://aws.amazon.com/service-terms/>. If you are an individual located in the European Economic Area, the United Kingdom, Canada or another jurisdiction outside of the United States with laws and regulations governing personal data collection, use, and disclosure that differ from United States laws, please be aware that information we collect will be processed and stored in the United States or in other countries where we or our third-party services providers have operations. By submitting your personal information to Mapsted and using our Services, you expressly consent to having your personal data transferred to, processed, and stored in the United States or another jurisdiction which may not offer the same level of privacy protection as those in the country where you reside or are a citizen.

No Children Under the Restricted Age

The Services are not intended for use by anyone under the applicable restricted age in the country from where such person can access our Services (hereinafter referred to as the “Restricted Age”), nor does Mapsted knowingly collect or solicit personal information from anyone under the Restricted Age. If you are under the Restricted Age, you may not attempt to register for the Services or send any information about yourself to us, including your name, address, telephone number, or email address. In the event that we confirm that we have collected personal information from someone under the Restricted Age without verification of parental consent, we will delete that information promptly. If you are a parent or legal guardian of a child under the Restricted Age and believe that we might have any information from or about such child, please contact us at the email or mailing address provided at the end of this Privacy Policy.

Changes to the Privacy Policy

We reserve the right to change our Privacy Policy at any time. If we make changes, we will post them and will indicate on this page the policy’s new effective date. You agree to visit this Policy periodically to be aware of and review any such revisions. If we make material changes to our Policy, we may also notify you by other means of such changes, such as by posting a notice on our website(s) or sending you a notification. By continuing to use our Services after such revisions are in effect, you accept and agree to the revisions and to abide by them.

California Disclosures

California Information-Sharing Disclosure. California residents may request a list of all third parties with respect to which we have disclosed any information about you for direct marketing purposes and the categories of information disclosed. If you are a California resident and want such a list, please send us a written request by email to info@mapsted.com with “California Privacy Rights” in the subject line.

Contact Us

If you have questions or need to contact us about this Privacy Policy, please email us at info@mapsted.com or Suite 209, 2030 Bristol Cir. Oakville, L6H 0H2, Ontario, Canada.