

INTRODUCTION

True North Speech (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website, including any other media form, media channel, mobile website, or platform related or connected thereto (collectively, the “Site”). We request that you read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site. Your continued use of the Site means acceptance to this Privacy Policy and any changes. You are encouraged to periodically review this Privacy Policy to stay informed of updates

We reserve the right to make changes to this Privacy Policy at any time and for any reason. Refer to the “Last Updated” date of this Privacy Policy for the latest version. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

Personal Data

Personally identifiable information, such as your name, mailing address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us when you choose to submit a contact form. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your access times, and the pages you have viewed directly before and after accessing the Site.

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 Site to:

- To personalize your experience;
- Increase the efficiency and operation of the Site;
- Create, manage and email you about your platform account;
- Improve and respond to product and customer service requests;
- Administer sweepstakes, promotions, and contests;
- Send you newsletters;
- Deliver targeted advertising and other marketing information;
- Compile anonymous data for internal use or use with third parties.
- Monitor and analyze usage and trends to improve your experience with the Site.
- Request feedback and contact you about your use of the Site.
- Perform other business activities as needed.

DISCLOSURE OF YOUR INFORMATION

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

Required by Law or to Protect Rights

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

Third-Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, including data analysis, email delivery, hosting services, customer service, and marketing assistance.

Marketing Communications

With your consent (which you may withdraw consent at any time) we may share your information with third parties for marketing purposes, as permitted by law.

Interactions with Other Users

If you interact with other users of the Site such as in the platform, those users may see your name and activity.

Online Postings

When you post comments, contributions or other content to the Site, such as in the platform, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

Business Partners

We may share your information with our business partners to offer you certain products, services or promotions.

TRACKING TECHNOLOGIES

Cookies and Web Beacons

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize and improve your experience and personalize marketing materials for you. When you access the Site your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

Website Analytics

We may also partner with selected third-party vendors Google Analytics, and others, to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of

certain content and better understand online activity. By accessing the Site you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

Prohibiting the collection of cookies.

If you would like to prevent us from collecting cookies when you visit our site, please update the privacy setting in your chosen web browser.

Do Not Track Signals

Some web browsers may transmit "do not track" signals to the websites and other online services with which a user communicates. There is no industry standard that governs what, if anything, websites should do when they receive these signals. We currently do not take action in response to these signals. If and when a standard is established and accepted, we may revisit our policy on responding to these signals.

THIRD-PARTY WEBSITES

The Site may contain links to third-party websites that are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Site.

SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information against theft, loss, misuse, and unauthorized access to or disclosure of the information we collect and receive. Your data may be stored in our servers in Canada and/or the US. However, please note that no data transmission or storage can be guaranteed to be 100% secure. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

Emails and Communications

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

- Noting your preferences at the time you register your account with the Site
- Clicking on the unsubscribe link available in the correspondence, email or newsletter
- Contacting us using the contact information provided below

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

Other Important Information

Children's Privacy

We do not knowingly collect any personal information from children under the age of 13 without parental consent. Any information we collect from children is entered by an adult in the platform who is either a clinician or school official when enrolling in services. Student access to the platform is only granted to students by an educational agency or institutions (EAs) which contract to receive services. If we learn that a child under the age of 13 has provided us with personal information on Site (excluding the platform), we will delete it in accordance with applicable law.

Contacting Us

If you have questions or comments about this Privacy Policy, please contact us at:

EMAIL

shira@truenorthspeech.com

ADDRESS

602-1433 Beach Ave.

Vancouver, BC V6G 1Y3

PHONE

778-949-2044