

Online Privacy Statement

At Box of Crayons, we take protecting your privacy seriously. We conduct business and serve clients in countries across the globe and operate under the requirements of numerous privacy laws in the countries we serve. These laws assure you are properly informed and know your rights and that you are given the choices you are allowed by law and where the law provides, opportunities to consent. These rights and choices may vary based on the laws of the country in which you live, or where the services or products were provided. We will respect the provisions of all data protection laws as we are required.

The purpose of this Privacy Notice is to inform you about Box of Crayons' practices relating to the collection, use and disclosure of personal or business information which may be collected by us through your filling out Box of Crayons forms or otherwise providing information in order to participate in Box of Crayons events, downloads or through our website. By filling out the forms, by participating in our events, or by using our website, you consent to the collection, use and disclosure of your personal or business information in accordance with the following terms and conditions.

INFORMATION WE AUTOMATICALLY COLLECT

When you access our website, whether by computer, mobile phone or other device, we automatically collect certain information about your use of our website (this information may include without limitation: geographical location and IDs of your computer, mobile or other device; bandwidth used; system and connection performance; browser type and version, operating system; length of visit; page views; referral source; IP address or other unique identifier for your computer, mobile phone or other device; your mobile carrier) using technologies, such as Cookies and web beacons.

INFORMATION YOU PROVIDE TO US

In some situations, you may provide us with your Personal Information including your name, email address, mailing address, phone number, fax number, job title/position, Skype name, information about your company or business, and any other information we collect about you.

You may provide us with Personal Information when you:

- Download a report or white paper;
- Submit a contact form on our website;
- Request more information via our website;
- Comment on a blog post;
- Subscribe to our email notifications and/or newsletters;

- Register for certain services and/or email notification, or register and/or set up an account/profile to access, visit and/or use certain portions of our Website;
- And any other transactions between you and us.

In accordance with applicable laws and regulations in certain jurisdictions we may be obligated to provide to you all PII which is attributable to you.

COOKIES AND OTHER TRACKING TECHNOLOGIES

A “Cookie” is a small file stored on your hard drive that contains information about your computer. We may use Cookies to enable us to track and target your interests for the purpose of enhancing your experience on our website. By showing how and when visitors use the site, cookies help us identify how many unique users visit us, save user preferences and track user trends and patterns.

Without cookies, websites and their servers have no memory. A cookie, like a key, enables swift passage from one place to the next. Without a cookie every time you open a new web page the server where that page is stored will treat you like a completely new visitor.

The use of Cookies is industry standard so your browser may be set to accept cookies. If you would prefer not to accept cookies, you can alter the configuration of your browser to reject all Cookies or some Cookies. Note, if you reject certain Cookies, you may not be able to access all of our Website features.

HOW WE USE YOUR PERSONAL INFORMATION

Box of Crayons will use information we collect to:

- Improve your experience on our website(s);
- Count users who visit our website(s) or open our HTML-formatted email messages;
- Improve the delivery of any ads and web pages to you; and
- Help us better manage content on our website by informing us what content is effective and by helping to measure traffic on our website.

We may use IP addresses to help diagnose problems with our server, administer our website, analyze trends, track users’ movement, gather broad demographic information for aggregate use in order for us to improve the website, and deliver customized content.

We use your Personal Information to:

- Respond to your inquiries, and/or other requests or questions;
- Enable your use of the services available on our website;

- Contact you regarding a service/program;
- Collect payments from you;
- Provide you goods or services purchased through our website;
- Send you information and updates related to your purchase;
- Send you invoices;
- Send you email notifications which you have specifically requested;
- Send you email marketing communications relating to our business which we think may be of interest to you; and
- Send you email messages containing company news, product or service information.

HOW LONG DO WE RETAIN YOUR INFORMATION?

Box of Crayons will retain your Personal Information as long as necessary to fulfill the purposes outlined in this Notice, unless a longer retention period is required or not prohibited by applicable law.

DATA SHARING

We will only share your Personal Information with third parties where required by law or where we have another legitimate interest in doing so. The categories of third party with whom we share information include: Third party service providers who support us in providing services to you.

All our third-party service providers are required to take appropriate security measures to protect your Personal Information in line with our policies. We do not allow our third-party service providers to use your Personal Information for their own purposes. We only permit them to process your information for specified purposes and in accordance with our instructions.

THIRD PARTIES WEBSITES

Our websites and social media pages may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website or social media pages, we encourage you to read the privacy notice of every website you visit.

CHANGING OR UPDATING YOUR INFORMATION

You can access, change, delete or update Personal Information you have provided and your subscriptions or preferences regarding information you receive from us by emailing privacy@boxofcrayons.com. We will respond to your request within 30 working days.

OPTING OUT

You may opt-out of having your Personal Information shared with third parties for reasons other than for the express purpose of delivering the purchased product or service requested and except as required by law and you may also request updates or changes to your information or your preferences regarding receiving future promotional messages from us. To do this you may contact our Privacy Officer by emailing privacy@boxofcrayons.com

Please note that if you opt-out of promotional/marketing emails, you may continue to receive certain communications from us, such as administrative and services announcements and/or messages about your account/profile. We may continue to retain Personal Information for up to one year after you opt-out or terminate your relationship with us.

CHILD PRIVACY

Our website is not directed at, or intended for use by, children under the age of 13. We do not knowingly allow anyone under 18 to provide any Personal Information on our website. Children should always get permission from a parent or guardian before sending Personal Information over the Internet. If you believe your child may have provided us with Personal Information, you can contact our Privacy Officer using the information in the Contact Us section of this Notice and we will immediately delete the information.

SAFEGUARDS

Box of Crayons makes all reasonable efforts to ensure that Personal Information collected from you is protected against loss and unauthorized access by maintaining physical, electronic and procedural safeguards in compliance with applicable global privacy regulations. This protection applies in relation to information stored in both electronic and hard copy form. Access to your Personal Information is restricted to selected members and employees. In addition, Box of Crayons employs generally accepted information security techniques to protect Personal Information against loss and unauthorized access.

FOR EU RESIDENTS:

What are your data protection rights under the EU General Data Protection Regulation?

Box of Crayons would like to make sure you are fully aware of all of your GDPR data protection rights. Every user is entitled to the following:

The right to access – You have the right to request our company for copies of your Personal Information We may charge you a small fee for this service.

The right to rectification – You have the right to request that our company correct any information you believe is inaccurate. You also have the right to request our company to complete the information you believe is incomplete.

The right to erasure – You have the right to request that our company erase your Personal Information, under certain conditions.

The right to restrict processing – You have the right to request that our company restrict the processing of your Personal Information, under certain conditions.

The right to object to processing – You have the right to object to our company's processing of your Personal Information, under certain conditions.

The right to data portability – You have the right to request that our company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: privacy@boxofcrayons.com

In some circumstances there may be specific legal reasons why we are not able to comply with your request to exercise your rights. Where this is the case, we will inform you of this.

RIGHT TO APPEAL

In compliance with the Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and the European Union's the General Data Protection Regulation (GDPR), each individual, who believes their right to data protection has been violated, may file a complaint with the Privacy Commissioner of Canada or applicable European Union Supervisory Authority.

QUESTIONS OR CONCERNS, CONTACT US

If you have a complaint, dispute or questions regarding this Privacy Notice or our treatment of your Personal Information, please write to our Privacy Officer by email at Privacy@boxofcrayons.com or postal mail to:

Attn: Privacy Officer, Box of Crayons

163 Sterling Rd,

Toronto, ON, M6R 2B6

Canada

CHANGES TO THIS PRIVACY NOTICE

Box of Crayons reserves the right to make changes to this privacy notice at any time. Last reviewed and updated: January 18, 2023.