

PRIVACY STATEMENT

EverKind Inc. and its affiliates (collectively, “**EverKind**”, “**we**”, “**our**” or “**us**”) recognize the importance of privacy. The purpose of this Privacy Statement is to inform you about our privacy practices, including how we collect, use, and disclose your personal information. This Privacy Statement applies to all of our products and services, including those which leverage AI (“**AI Products**”).

What This Privacy Statement Covers

This Privacy Statement covers the following topics:

- Personal Information We Collect
- How We Use Your Personal Information
- How We Share Your Personal Information
- Your Consent to the Collection, Use and Disclosure of Your Personal Information
- Our Use of Cookies
- Opting Out of Marketing Communications
- Retention, Storage, and International Transfer of Personal Information
- Information Security
- Accessing and Updating Your Personal Information
- Third-Party Websites and Services
- Children’s Personal Information
- Changes to this Privacy Statement
- How to Contact Us

Personal Information We Collect

“Personal information” means any information that can be used to identify an individual directly (on its own) or indirectly (in combination with other information) pursuant to Canadian privacy laws.

Personal information does not generally include any business contact information that is solely used to communicate with you in relation to your employment, business or profession, such as

your name, position name or title, work address, work telephone number, work fax number or work e-mail address. We may collect, use, and disclose different types of personal information, depending on our relationship with you. Generally, we collect the following types of personal information (not all of which may apply to you):

- **enrolment information**, including:

- name, username or similar identifier, login information (including password), date of birth, gender, and other account information (e.g., account creation date and type of account);
- contact information, such as your billing address, delivery address, e-mail address and telephone numbers;
- financial information, such as payment card details used to purchase products or services;
- basic interests (e.g., technology, health and fitness, business, travel, etc.); and
- your preferences for receiving our marketing campaigns;

- **technical and usage information**, such as your internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, mobile carrier and other technology on the devices you use to access our website;

- **information you directly provide to us, including by using our AI Products**, such as:

- text and voice data inputted into our products or services (including, but not limited to, your prompts and replies to our AI Products, recordings and transcriptions of voice conversations with our AI Products, and journal entries);
- any feedback provided to our AI Products (e.g., a thumbs up or thumbs down on responses from our AI Products) or otherwise submitted to us; and
- other information you may voluntarily provide to us in your use of the products or services;

- **information we derive from your use of our AI Products**, including:

- summaries from your conversations with our AI Products, organized by time period; and
- insights and inferences generated from your prompts or responses to our AI Products (e.g., automatically identified topics from conversations, such as career goals, personal interests, friendships, and behavioural patterns; relationships

between conversation topics; emotional patterns and triggers; personality and psychological traits; emotional state from voice tone and speech patterns). We may also create, use, and share anonymized data for any purpose. Anonymized data is generally not considered personal information because it cannot be used to identify you.

How We Use Your Personal Information

We generally use your personal information for the following purposes:

- to allow you to create and maintain an account to use our products and services, including the AI Products (e.g., user authentication and account management, portability of account data across devices, and account recovery);
- to provide personalized responses or to initiate personalized communications, including:
 - maintaining conversation history for continuity of support;
 - improving responses of our AI Products based on your prompts and responses, in addition to your feedback;
- to respond to your inquiries, complaints or requests;
- to communicate with you through our marketing communications;
- to manage our business and our arrangements with our clients, including to detect and prevent errors and fraud;
- to improve the effectiveness and efficiency of our operations, products and services (including our AI Products);
- to investigate legal claims and protect our rights, operations or property;
- for such other purposes as you may consent to from time to time; and
- as otherwise required or permitted by law.

How We Share Your Personal Information

We generally identify to whom, and for what purposes, we will disclose your personal information (and we obtain your consent to such disclosure) at the time we collect your personal information.

We may disclose your information when we believe such disclosure is required or permitted by law. In addition, we may disclose your personal information to a third party in the event of any significant business transaction, such as a merger or reorganization.

We may rely on service providers to perform a variety of services on our behalf, such as AI (e.g., for chat responses and voice emotion analysis), authentication, payment card processors, technical support providers, and data storage and processing service providers.

Your Consent to the Collection, Use and Disclosure of Your Personal Information

We may collect, use, and disclose your personal information with your consent. How we obtain your consent, including whether it is express or implied, will depend on the circumstances and the sensitivity of the personal information in question. Generally, we will seek your consent at the time we collect your personal information, either orally, electronically, or in writing.

If you provide personal information about another individual to us, it is your responsibility to obtain the consent of that individual to enable us to collect, use and disclose their information as described in this Privacy Statement.

If you wish to withdraw your consent to our collection, use or disclosure of your personal information, please contact us using the contact information in the “How to Contact Us” section below. We will accommodate your request to withdraw consent, subject to legal or contractual restrictions. Withdrawal of your consent may mean that we will no longer be able to provide you with certain products or services.

In certain circumstances, we may collect, use, and disclose your personal information without your consent to the extent permitted or required by law.

Our Use of Tracking Technologies

We generally use cookies and similar tracking technologies, such as web beacons and pixels, to automatically collect information about your use of our website, app, and other services, and your interaction with our emails. Information we collect may include your IP address (or proxy server), device and application identification numbers, location, browser type, internet service provider and/or mobile carrier, pages and files viewed, searches, operating system and system configuration information, and date/time stamps associated with your usage.

We may use this information to facilitate the use of our website and our products and services, for our business or analytical purposes (including to assess website traffic and track search criteria), and to personalize your experience with our web pages and AI Products according to your choices and interests.

With your separate consent, we may also use this information to engage in interest-based advertising (also known as targeted or behavioral advertising) in connection with your use of our website, and across third-party websites or service offerings when you leave our website. Interest-based advertising means that your preferences and interests are collected through cookies or similar technologies and then used to provide you with advertising and marketing materials that are relevant to you, based on those preferences and interests.

To accept or decline cookies associated with our website, you may do so through the cookie

banner that appears when you first visit our website or available at the bottom of the page. You can also adjust your web browser settings so that you automatically deny the storage of cookies or are informed each time a website requests to store a cookie. Previously stored cookies can also be deleted through your web browser. Please refer to your web browser's help pages for more information. Some areas or features of our website rely on cookies and may not work if you delete or decline cookies. For more information about cookies generally please visit www.allaboutcookies.org.

Google Analytics

Among other third-party services, our website may use Google Analytics, a service from Google LLC ("Google"), which uses cookies. The information collected by the cookies (which includes your IP address) is transferred to Google who stores and processes the information in the United States. Google uses the information to provide us with an analysis of your use of our website, overall use of and traffic on our website. You can opt out of Google Analytics by downloading and utilizing the Google Analytics Opt-out Browser Add-on. By using our website, you understand and acknowledge our use of Google Analytics.

Opting Out of Marketing Communications

If you no longer want to receive marketing-related e-mails from us, you may opt out by clicking the "unsubscribe" link at the bottom of any e-mail you receive from us. You may also opt out by contacting us directly using the contact information in the "How to Contact Us" section below.

If you opt out from receiving marketing-related e-mails, we may still need to send you communications about your use of our products or services, or other matters.

Retention, Storage, and International Transfer of Personal Information

We generally will retain your personal information for as long as necessary to fulfill the purposes for which we collected it, and for a longer period when permitted or required by law.

We may transfer your personal information outside of your jurisdiction to fulfill the purpose for which we collected it, including for processing and storage by service providers. While your personal information is outside of your jurisdiction, it is subject to the laws of the country in which it is located, which may have different data protection laws than your jurisdiction. Those laws may require disclosure of your personal information to authorities in that country. For more information about our policies and practices regarding service providers outside of Canada, contact us using the contact information in the "How to Contact Us" section below.

Information Security

We have implemented physical, organizational, contractual, and technological security measures in an effort to protect your personal information from loss or theft, unauthorized access, use, or disclosure.

Despite these measures, we cannot guarantee that our safeguards will always be effective. A breach of security safeguards can result in risks such as phishing and identity theft. We will address such breaches as required by law.

We may also require that you assist us in safeguarding your personal information. For example, if you create an account through our website or applications, you should use a unique and strong password and not share your password with others.

If you have reason to believe that your personal information is no longer secure, please contact us immediately using the contact information in the “How to Contact Us” section below.

Accessing and Updating Your Personal Information

We expect you to supply us with updates to your personal information, when required. We will not routinely update your personal information unless such a process is necessary.

You may make a request to review any personal information about you that we have collected, used, or disclosed, and information about those uses and disclosures, and we will provide you with any such personal information to the extent required by applicable laws.

You may also challenge the accuracy or completeness of your personal information in our records. If you demonstrate that your personal information in our records is inaccurate, incomplete or equivocal, we will amend or delete your personal information as required. We may transmit the amended information to third parties to whom we have disclosed your personal information.

We may require that you provide sufficient identification to fulfill your request to access or correct your personal information. We will not charge you any fees to access your personal information in our records without first providing you with an estimate of the approximate fees, if any.

Third-Party Websites and Services

We may provide links to third-party websites for your convenience and information. We may also make opportunities available to you to purchase, subscribe to, or use other products or services from third parties with different privacy practices. Those other websites, products, or services are governed by the privacy statements and policies of the respective third party. This Privacy Statement does not extend to any websites, products, or services provided by third parties. We do not assume responsibility for the privacy practices of third parties not acting on our behalf and we encourage you to review all third-party privacy statements prior to using third-party websites, products, or services.

Children’s Personal Information

Our products and services are not intended for children under the age of 13 and we do not knowingly collect personal information from children under the age of 13. Children under the age

of 13 should not use our products and services and should not provide us with their personal information.

Changes to this Privacy Statement

The Privacy Statement was last revised as of the date that appears at the top of this page.

From time to time, we may make changes to this Privacy Statement. When changes are made, they will become immediately effective when published in a revised Privacy Statement posted on our website, unless otherwise noted. We may also communicate the changes to this Privacy Statement by other means.

How to Contact Us

All comments, questions, concerns, or requests regarding your personal information or our privacy practices should be forwarded to our Privacy Officer as follows:

Privacy Officer
privacy@everkind.com
301-217 Queen St. W, Toronto M5V 0R2