

PRIVACY POLICY

"Last updated May 2025"

NEO2050 values your privacy and is dedicated to safeguarding it. We adhere to this privacy policy, the Personal Information Protection and Electronic Documents Act (PIPEDA), and all relevant privacy laws.

This document details the methods we employ to gather, utilize, process, and disseminate your personal data when you visit our platform or when you directly interact with us.

In this Privacy Policy, 'your information' refers to personal data concerning identifiable individuals, including employee personal data that may be used independently or alongside other details to identify, contact, or locate you. This excludes business contact details and non-personally identifiable information such as aggregated or anonymized data.

Furthermore, our Privacy Policy does not extend to the privacy practices and policies of third parties, except in cases where we utilize their services for data storage or processing. You should consult the privacy policies of any third parties you interact with, as we are not liable for their practices.

If you have any inquiries, concerns, or requests regarding this Privacy Policy, please reach out to us at: support@neo2050.ca.

The Information We Gather About You

To deliver our services through our platform, we gather and receive the types of information outlined below:

- **Directly Provided Information:** When you interact with our platform or communicate directly with us, we gather the information you voluntarily provide, such as your name, email address, phone number, and postal code. For services such as energy audits requested through our platform, we collect additional details to verify your identity and the desired service location, potentially including your home address.
- **Information on Your Usage and Interaction:** We log details such as your login times and how you engage with our platform, including the features you utilize and your

interactions with them. We may also systematically track specific usage details, which are further explained in the Cookies & Automated Technologies section.

- **Data from Interactive Features:** You can provide data through various interactive features available on our platform. For instance, when you address issues or leave feedback about our services through our troubleshooting or review systems, we collect this data to enhance user experience.

- **Third-Party Information:** Occasionally, we may obtain information about you from external sources like our business partners or the application services you use to engage with our platform. This can include demographic or marketing data, contact details, your interactions on those platforms, and intentions to purchase. We might also receive technical data such as your device type, operating system, browser specifics, IP address, referral and exit pages, as well as crash reports.

Note: We aim to prevent the use of our platform by children under 18 years old and do not knowingly collect their information. If you are under 18, please refrain from using our platform or providing any personal details.

We may employ your data for several purposes such as:

1. To deliver the platform's functionality to you.
2. To engage with you about arranging energy audits.
3. To facilitate coordination between different parties (e.g., homeowners and energy advisors for audits).
4. To offer customer support and enhance the platform.
5. To supply you with the requested information, products, or services from us or our partners.
6. To send you notifications and details pertinent to your interactions with our platform and the energy audits.
7. To enhance our service offerings, marketing efforts, and overall user experience.
8. To integrate your information with data from other sources for a more comprehensive understanding.
9. To adhere to legal requirements and protect our rights.
10. To fulfill any other specific purposes for which you provide consent.

Note: You have the right to request that we stop using your data at any time. However, that request may restrict our ability to provide optimal access to our platform and services.

Disclosure of Information to Marketing Affiliates

Note: When you interact with our platform or receive our communications, you can choose to participate in promotional programs we provide alongside our marketing affiliates. Our marketing affiliates comprise entities that supply a range of home improvement services. By opting into our marketing programs, you consent to our sharing of your personal data with our partners and receiving marketing materials related to their offerings.

Furthermore, your participation in these programs allows us to use your contact details to send you tailored promotions concerning our services and those of our partners. Participation in these programs is entirely optional, and you can revoke your consent at any time. We ensure to maintain stringent safeguards while handling your data with our marketing affiliates.

Cookies and Digital Tracking

To enhance your experience on our platform, we may employ various digital tools. These tools assist us in remembering your settings for future visits, maintaining your preferences, and collecting analytics to improve site functionality.

We may utilize several forms of digital tracking technologies including browser cookies, flash cookies, and web beacons. These technologies gather information about your device and how you interact with our website.

A cookie is essentially a small text file that our platform may place on your device to store data about your preferences or past actions. This data helps us recognize you on subsequent visits to provide a personalized experience.

We may collect specifics such as the devices you use to access our website, your IP address, the type of browser, and your operating system. Information about your activities on our platform, including navigation paths, location data, and engagement metrics, are also tracked to facilitate compliance with various regulatory requirements.

These technologies also enable us to monitor your online behavior across different websites over time through methods like behavioral tracking. Should you choose to opt out of such tracking, please reach out to us at: support@neo2050.ca.

The data we collect through these technologies is predominantly statistical. However, it can occasionally include personal details or be linked to the personal information we have on file, as detailed in this Privacy Policy.

If you prefer not to use cookies, most contemporary web browsers allow you to adjust settings to block or delete them via Settings > Privacy > Cookies.

Please be aware, disabling cookies might prevent access to certain functionalities of our platform that are essential for a seamless user experience. Therefore, we recommend keeping cookies enabled for the best navigation on our platform.

Safeguarding and Retaining Your Data

We prioritize the security of your personal information. We employ various protective measures to safeguard your data against unauthorized access, destruction, or misuse. The precautions we implement are designed to be appropriate and proportionate to the sensitivity of the data we handle.

Please be aware that no internet transmission is entirely secure. Consequently, despite our best efforts to secure your data, the inherent vulnerabilities of internet communications mean that we cannot fully guarantee the security of your information transmitted to or from our platform. You assume the risks associated with online data transmission.

Disclosure of Your Information

We may disclose your personal information under the following conditions:

- **With Consent:** We disclose your information to third parties when we have your explicit consent to do so. This may occur, for example, when you request specific services such as energy audits, whereby we share your details with energy advisors or relevant service providers. Additionally, with your agreement, we share your information with our marketing partners who provide home improvement-related products and services.
- **For Operational Needs:** We share your data with vendors and service providers who assist in operating our platform and its interactive features.
- **During Business Transfers:** In the event of a merger, business reorganization, or similar corporate transaction, we may transfer personal data to the involved parties and their advisors.
- **For Legal Compliance:** We may disclose your information when required by law. We may also share information to protect our rights, our users' rights, or as part of legal claims.

Each of these disclosures is conducted under stringent conditions to ensure the protection of our clients' privacy and adherence to the law.

Note: Should you need to update your information or if you have any queries regarding our data practices, please feel free to connect with us at: support@neo2050.ca.

Note: We adhere to stringent data retention protocols that comply with legal standards, allowing us to delete or restrict access to your data where necessary. If there are reasons we cannot fulfill a request for access to your data, we will provide an explanation, respecting the limitations set by relevant laws.

Note: At NEO2050, we commit to transparency about our privacy practices. Any amendments to our Privacy Policy will be published on this page. In the event of substantial modifications that affect how we handle your personal information, we will notify you directly. We encourage you to regularly visit this section to stay informed about any updates to our Privacy Policy. The most recent revision date of the policy is clearly indicated at the beginning of this document.