

## Privacy Policy

**This privacy policy governs the collection, use, and disclosure of personal information by *Generation1.ca*.**

We collect, use, and disclose personal information, including electronic information, for reasons that are consistent with the purposes described in this policy, or as otherwise permitted or mandated by law. Personal information is kept securely by us and our service providers and retained only as long as necessary. Except in limited circumstances, you (your, yours) have a right to access the information collected about you, within a reasonable time frame, in accordance with existing legislation.

We will, from time to time, review and revise our privacy practices and this privacy policy. Policy changes will apply to the information collected from the date of the revised privacy policy as well as to existing information held by us at the time of the amendment. Updates to this privacy policy will be published on our website. Should you have any questions or concerns, you are invited to contact the owner at [arundati@generation1.ca](mailto:arundati@generation1.ca).

When you provide personal information, you agree that we may collect, use, and disclose your personal information in accordance with this privacy policy. You are free to withdraw your consent at any time. However, if you choose not to provide us with consent to collect, use, or disclose personal information, we may not be able to offer some of the services requested.

### Collection of Personal Information

We collect the following categories of personal information. The table below describes the category of personal information collected as well as the source of collection. We aim to be as complete and transparent as possible. It may be, however, that certain types of personal information are collected but not listed here.

Category	Description	Source
Profile Data	First and last name and email address (if you sign up for newsletters or events)	You
Deidentified or Aggregated Data	We may share this de-identified and aggregated information with third parties. By using our services, you agree that we may de-identify your personal information for the purposes consistent with this policy. We consistently	You

	assess our collection, use and disclosure practices to protect personal information, even if the personal information has been de-identified or aggregated.	
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### **Purpose of Collecting Personal Information**

We collect personal information for the following purposes:

- To personalize your experience;
- To communicate with you, including for direct marketing purposes that you have agreed to receive and that are relevant to you;
- To respond to your communications with us;
- To deliver our services to you;
- To enhance your browsing experience on our website;
- To improve our service offerings;
- To provide analytics about the usage of our website (aggregated data only);
- To meet legal or regulatory requirements.

### **Sharing Your Personal Information**

Unless otherwise required by law, we will share your personal information only for a purpose consistent with this policy.

We retain personal information for as long as necessary to fulfill the purpose for which it was collected or as otherwise permitted by law. Once this purpose has been fulfilled, subject to any legal exceptions, we destroy the information in a secure manner that protects the privacy of the individual to whom the information relates.

Our retention and destruction policy is reviewed and updated regularly.

### **Safeguards**

We endeavour to maintain adequate physical, administrative, and technical security safeguards with respect to our offices and information storage capabilities so as to prevent any loss, misuse, unauthorized access, disclosure, or modification of personal information. This commitment also applies to the disposal or destruction of personal information.

We may rely on external service providers who are located outside of Canada. Some personal information collected by us may therefore be retained in countries other than Canada where privacy laws may offer different levels of protection, and personal information may be subject to access by and disclosure to law enforcement agencies in those jurisdictions.

### **Accessing Your Personal Data**

If you have any questions or concerns about the personal information we have about you or you wish to access this personal information, contact us.

### **Cookies and Similar Technologies**

Our website uses "cookies". A cookie is a small text file that is stored on your browser. [Learn more about the Wordpress.com cookie policy](#) on which *Generation1.ca* is hosted.

### **Changes to this Privacy Policy**

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes to this policy, we will notify you by email and/or by means of a notice on the Website. We encourage you to periodically review this page for the latest information on our privacy practices.

For more information or questions, please contact the owner of the site at [arundati@generation1.ca](mailto:arundati@generation1.ca)