

PRIVACY POLICY – EXPLAINING OUR COMMITMENT TO YOUR PRIVACY

Last Updated: Feb 13, 2017

The **NEXTANALYTICS** website and services made available from www.NEXTANALYTICS.COM, and any web url identified as nextanalytics.com, are owned and operated by **NEXTANALYTICS CORPORATION** (“**NEXTANALYTICS**,” “we,” “our,” or “us”).

NEXTANALYTICS CORPORATION is an Ontario (Canada) based company incorporated in 2007. It operates solely out of Ottawa, Canada’s capital city.

The company does not sell any information pertaining to our customers and the data is kept in highly secure environments.

At **NEXTANALYTICS**, we understand that you value your privacy, and we want to help make your experience with our site and services (referred to in this policy collectively as our “Services”) satisfying and safe.

This policy describes how we collect and use information in connection with the services we provide. To make this policy easy to find, we make it available from www.NEXTANALYTICS.COM.

HOW WE COLLECT AND PROCESS PERSONAL INFORMATION

When you register with us for an account, we require a valid email address. At times, we will use your email address to request that you communicate with us. We will store your email ID and any response you make. We use **GMAIL** for interactive email and **Mailchimp** for sending email to groups of people.

The use of the software also requires at least one of: Bing User Id, Facebook User Id, Twitter ID, Instagram ID, Google Login ID for Adwords, Analytics, or Youtube. There may be other IDs as well. Our software does not see nor store the passwords that you enter for these services. During this process, you are also asked for **NEXTANALYTICS** software to give permission to access your data. The result is an encrypted security token that is cached in two places. First, on your computer and, second, on a server operated by Microsoft known as Microsoft Azure. The token is used to impersonate you and send requests to the server to return a copy of the data being stored on that server. The Token does not allow the software to post or tweet or upload data to the aforementioned services on your behalf. That token persists until you change your password on that service and is then invalidated by that service. For more information on the token, you can get an overview here: <https://en.wikipedia.org/wiki/OAuth>. Each data provider has their own version of the use of this token for security purposes, also known as **OAUTH**.

At times, we may use the ID that you provide to build a report on your behalf and send it directly and only to you by **GMAIL**. We will store your responses in gmail, computer files, and a database.

Additionally, we may receive public information from third parties about you. We might combine this information with other Personal Information that we maintain about you. If we do so, this policy also governs the combined information.

When credit card payment is required, you are purchasing from a separate legal entity which can be found at fastspring.com in the United States. **NEXTANALYTICS** itself does NOT see nor collect your credit card number, expiration date, billing address, and CVV or security code number. We recommend that you review the privacy policy of **Fastspring** in regard of how they use your data. There are no other credit card payment options offered by

NEXTANALYTICS. You have the choice of paying for services directly to our bank by Wire Transfer, subject to additional administrative fees.

HOW WE SHARE PERSONAL INFORMATION

We may share Personal Information with third parties (including regulatory or law enforcement authorities) in order to carry out a user's request or if we believe that doing so is legally required or is in our interest to protect our property or other legal rights (including, but not limited to, enforcement of our agreements), or the rights or property of others.

If you post any of your information to a public area, including our Services, please be aware that it is no longer "Personal Information" for the purposes of this policy, and we or anyone else may use such information without restriction. If you provide access to personal or other information, including your email address or name, to a limited set of other users through any of our privacy controls or other settings, please understand that **NEXTANALYTICS** has no control over how others may collect, use, or disclose such information.

NON-PERSONAL INFORMATION WE COLLECT, AND HOW WE USE IT

We may also collect information that is not personally identifiable, and may aggregate personal information or otherwise render it anonymous (that is, non-personally identifiable). We may use non-personally identifiable information we collect to provide, improve, and develop our Services and otherwise to tailor your user experience, to prevent or investigate fraudulent or inappropriate usage of our Services, to further research and development, and for the other purposes described in this policy. We may use this anonymous information for various purposes and may share it with third parties. Below are some examples of the types of non-personal information we collect and some specific examples of how we use this information:

- Usage tracking. We may collect non-personal information from your use of our Services. For example, we may collect information about user traffic and usage patterns throughout our site, and similar information regarding the use of our Services. We may also track click-through information, such as IP addresses, from the messages we send to our users. We use the information we collect in these manners to, for example, improve our Services, to develop new products and services, to gauge the effectiveness of our marketing campaigns, to discourage and address abusive and fraudulent use of our Services, and to help our users with troubleshooting issues.
- Methods of collection. We collect non-personal information passively using technologies such as standard server logs, cookies, and clear GIFs (also known as "Web beacons"). When you visit our site or use our Services, we may send one or more cookies – a small file containing a string of characters – to your computer that uniquely identifies your browser or recognizes a cookie that is already on your machine. We use cookies to improve the quality of our Service by storing user preferences and tracking user trends, and to customize your experience. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Services may not function properly if your cookies are disabled.

Also, please be aware that third parties may set cookies on your hard drive or use other means of passively collecting information about your use of their services or content. We do not have access to, or control over, these third-party means of passive data collection.

If we directly combine any non-personal information gathered through passive means with Personal Information, we treat the combined information as Personal Information under this policy. Otherwise, we use information collected by passive means in aggregated or other non-personally identifiable forms.

CHILDREN

Consistent with the federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requiring parental consent. Any

person who provides his or her Personal Information to us through our Services represents that he or she is older than 12 years of age.

OUR COMMITMENT TO DATA SECURITY

In an effort to prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect online. Please be aware, however, that no data transmissions over the Internet or other networks can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security or integrity of any information you transmit to us. You transmit information to us at your own risk. Once we receive Personal Information, we make reasonable efforts to protect it from unauthorized access, disclosure, alteration, or destruction. But we cannot represent or guarantee that Personal Information will not be accessed, disclosed, altered, or destroyed.

If **NEXTANALYTICS** learns of a security systems breach we may attempt to notify you electronically so that you can take appropriate protective steps. **NEXTANALYTICS** may post a notice through the Services if a security breach occurs. If this happens, you will need a web browser enabling you to access the Services. **NEXTANALYTICS** may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing; the onus is on you to inform us if you live somewhere where that is a requirement and we have to accept such responsibility in writing back to you.

THIRD-PARTY SITES AND SERVICES

Our Services may contain links to and interoperate with third-party sites and services. Any links to or interoperability with third-party sites or services are provided for your convenience only, and we do not have control over the content or privacy and security practices and policies of such third parties. Any Personal Information that you provide to any other third party is subject to that third party's privacy practices and policies, not this policy. We encourage you to learn about their privacy and security practices and policies before providing them with Personal Information.

BUSINESS TRANSFERS

Information about our users, including Personal Information, may be disclosed as part of any merger, acquisition, debt financing, sale of company assets, or similar transaction, as well as in the unlikely event of an insolvency, bankruptcy, or receivership in which Personal Information would be transferred as one of our business assets.

INTERNATIONAL VISITORS

The Services are provided by **NEXTANALYTICS** which operates in Canada. Our internet service is provided by Microsoft Corporation under the brand name Microsoft Azure. If you use our Services from the United States, European Union or other regions with laws governing data collection and use that may differ from Canadian law, please note that you are transferring your personal data to Canada and to the server operated by Microsoft Corporation. Canada does not have the same data protection laws as the EU and some other regions. By providing your Personal Information, you consent to the transfer of your personal data to Canada and to the Microsoft Azure server, wherever it is, typically but not necessarily the United States. You consent to the use of your Personal Information, in accordance with this policy.

INFORMATION RETENTION AND DISPOSAL

We may retain Personal Information for as long as we have a business need for it or as applicable laws or regulations or government orders require us to retain it. Additionally, the Service may enable you (or other users) to save information including information that you have made public or allowed certain users to access or see.

CHANGES AND UPDATES

We may occasionally update this policy. When we do, we will also revise the "last updated" date at the top of this policy. We encourage you to review this policy periodically to stay informed about our collection, use, and

disclosure of Personal Information. It is your responsibility to review the most recent version of the privacy policy frequently and remain informed of any changes to it. If you continue to use the Services after we modify the privacy policy, you will be deemed to have consented to the terms of the modified policy as of the date of the modification. If you do not agree to any provision of this policy, you must not use the Service.

HOW TO CONTACT US

If you have other questions or concerns about this privacy policy, please contact us at support@nextanalytics.com or write us at:

NextAnalytics corp.
PO Box 373
Manotick, Ontario
Canada, K4M 1A4