

# PRIVACY POLICY

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**NEXTANALYTICS** website and services made available from 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.

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](http://www.NEXTANALYTICS.COM).

## HOW WE COLLECT AND PROCESS PERSONAL INFORMATION

When you register with us for an account, we require a valid email address. We will store your email ID. At times, we will use your email address to communicate with you. Any response you make are stored in GMAIL. We add your email ID to a database at Mailchimp, which periodically sends email to you.

During the use of the software, you are given the choice to give permission to NEXT Analytics software to make queries on your behalf from services operated by Google, Facebook, Twitter, and others. If and when you do give that permission, the software stores an access token that encrypts your ID and the permissions you gave. That’s sent each time we make a query on your behalf to the service. The service analyzes the access token and uses it to determine if the data should be sent. We operate an optional server component which may periodically build a report for you and send it to you by email either as an attachment or a link to a file on our server.

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** does NOT see nor collect your credit card number. Fastspring has a database that stores the credit card information that you provide. Fastspring maintains its own Privacy Policy which you are invited to review.

## HOW WE SHARE PERSONAL INFORMATION

We do not allow other companies to use the data we collect or distribute.

We may selectively share Personal Information with third parties (including regulatory or law enforcement authorities) 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.

## 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 and from our server 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.

## **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](mailto:support@nextanalytics.com) or write us at:

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