Privacy Statement

The Method Effect (“TME”) is a Canadian (“CAN.”) corporation dedicated to improving the quality of life in the workplace through the application of assessments. The company's mission is to help organizations effectively manage the selection and development of their staff, employees, managers, salespeople and leaders.

This Privacy Statement governs the manner in which TME collects, uses, maintains, and discloses information collected from you through the use of TME websites.

**GDPR for EU Individuals**

In addition, TME is compliant with the General Data Protection Regulations (GDPR) and the associated standards and practices regarding personal data as prescribed within the GDPR mandate.

If you are an EU individual with a GDPR complaint you have the right to go directly to your national Data Protection Authority (DPA). You can find a list of supervisory authorities at: http://ec.europa.eu/justice/article-29/structure/dataprotection-authorities/index\_en.htm

**Our Commitment To Privacy**

Your privacy is important to us. This notice explains our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, it is available on our homepage and at every point where personally identifiable information (“PII”) may be requested.

When providing your information, you have an opportunity to review this Privacy Policy, thereby consent to the terms of this Privacy Policy and to TME’s use of the information it collects as described in this Privacy Policy. If you do not agree to this Privacy Policy you may not use our system. Unless TME is complying with a legal obligation, you have the right to revoke prior consent by requesting at info@themethodeffect.com.

**The Information We Collect and Our Role Regarding That Data**

TME and their distributors are the data processor. The agent or other representative that requested you to complete a TME assessment is the data controller. That entity maintains control of their data and we will only handle that information pursuant to their instructions.

PII collected for the processing of a TME assessment includes: name, e-mail address, gender (for report references only), position/job title, and organization and IP address. TME collects only the PII it needs to complete the TME assessment. We do not disclose or transfer PII to third parties, except to the person or organization that is acting as the administrator. If our policy regarding disclosures or transfer of PII to third parties changes in the future, we will reflect such change in our Privacy Statement and provide you with the option not to share your information. In some cases, we may collect demographic information for research purposes, although this information is not required and you can decline to provide this information if you choose.

Individuals whose PII we receive can address questions or comments regarding the handling of their PII directly to us at [info@themethodeffect.com](mailto:info@themethodeffect.com). We resolve to deal with all questions regarding PII and related issues arising from it in a timely manner.

**The Way We Use Information**

We may use your PII, i.e. your first name, gender and assessment responses, to produce a personalized profile report about an individual, which is shared only with those assigned. Gender is only used to select the appropriate pronouns for the report. The IP address is used to help determine the default language for the assessment and in creating TME’s research studies and country norms. Finally, we never use or share the PII provided to us in ways unrelated to the ones described above. We do not use cookies for collecting user information from TME websites.

**Our Commitment To Data Security**

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place reasonable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

**How You Can Access Or Correct Your Information**

We acknowledge the right of individuals to access their PII. You can correct factual errors in your PII, limit the use, or request that your entire record be removed from our database by contacting the party that asked you to complete the online survey or by requesting via info@themethodeffect.com. To protect your privacy and security, we will also take reasonable steps to verify your identity before making corrections.

**How To Contact Us**

Should you have other questions or concerns about this Privacy Statement, please email us at info@themethodeffect.com.

**Data Retention**

TME’s standard policy is to retain your information for a maximum of 10 years. However, your information may be scheduled for an earlier deletion by the requesting company. We will retain and use your information in anonymized format for research purposes and as necessary, to comply with our legal obligations, resolve disputes, and enforce our agreements.

**EU-CAN Privacy Shield and The Swiss–CAN Privacy Shield Notice For Data Transferred to the CAN**

TME complies with the EU-CAN Privacy Shield Framework and the Swiss–CAN Privacy Shield Framework as set forth by the CAN Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union, United Kingdom and Switzerland to the United States, respectively. TME has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification page, please visit [https://www.privacyshield.gov/](https://www.privacyshield.gov/welcome).

Pursuant to the Privacy Shield Frameworks we acknowledge the right of EU, UK and Swiss individuals to access their personal data that has been transferred into the US. Furthermore, you have the right to inspect, correct inaccuracies and request deletion or your data. Individuals wishing to exercise this right may do so by contacting us at info@themethodeffect.com.

In accordance with the Privacy Shield Frameworks, TME is obliged to inform EU, UK and Swiss individuals that we may be compelled to release their PII in response to lawful requests by public authorities including to meet national security and law-enforcement requirements.

TME may be liable for the onward transfer of EU, UK and Swiss personal data that is pursuant to the Privacy Shield unless we can prove we were not a party to the events giving rise to the damages.

In compliance with the EU-CAN Privacy Shield Principles and the Swiss–CAN Privacy Shield Principles, TME commits to resolve complaints about your privacy and our collection or use of your PII. EU, UK and Swiss individuals with inquiries or complaints regarding this privacy policy should first contact TME at:

**Customer Support**  
Suite 340, 600 Crowfoot Cres NW, Calgary AB T3G 0B4

[**info@themethodeffect.com**](mailto:info@themethodeffect.com)

TME has further committed to refer unresolved privacy complaints under the EU-CAN Privacy Shield Principles to BBB EU PRIVACY SHIELD, a non-profit alternative dispute resolution provider located in the United States and operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://www.bbb.org/EU-privacy-shield/for-eu-consumers/> for more information and to file a complaint.

Please note that if your complaint is not resolved through these channels, under limited circumstances, a binding arbitration option may be available before a Privacy Shield Panel.

**CAN Federal Trade Commission Enforcement**

Our Privacy Shield compliance is subject to the investigatory and enforcement powers of the CAN Federal Trade Commission (“FTC”).

**Requirement to Disclose**

We may be required to disclose an individual’s PII in response to a lawful request by public authorities, including to meet national security or law enforcement requirements.