

## 'WriteWiseAI' Privacy Policy

Last Updated: [1/10/2023]

"WriteWiseAI" owned and operated by Indimed Health Intelligence Inc (IHI Inc), herein referred to as "WriteWiseAI," "we," "us," "the Website", or "our website", values your privacy and endeavors to safeguard it through adherence to this Privacy Policy.

Our privacy commitment aligns with the ten principles encapsulated in the Personal Information Protection and Electronic Documents Act (Canada) ("PIPEDA").

This Privacy Policy dictates your engagement with and usage of <https://wwai.ai> (the "website"), inclusive of all content, functionality, and services provided on or via the website, whether as a guest or a registered user. The policy extends to Personal Information we garner on the Website and in email, text, forms, or other electronic interactions between you and the Website.

Prior to using the Website, please thoroughly review this Privacy Policy. Usage of the Website signifies your acceptance and agreement to abide by the Privacy Policy. If you disagree with the Privacy Policy, you are advised not to access or use the Website.

### **Personal Information Definition**

Under PIPEDA, Personal Information refers to any data about an identifiable individual, excluding the name, title, business address, or telephone number of an organization's employee.

### **Why Do We Gather Personal Information?**

The collection of Personal Information facilitates the provision of our services. The acquisition of your data aids in recording and supporting your engagement in the chosen activities. Information is collected when you register an account, download resources, subscribe to our newsletter, or make a purchase. This data helps track your preferences and keeps you updated on the selected products and services alongside related offerings.

### **How Is Personal Information Collected?**

Personal Information is acquired lawfully and fairly, only collecting what is reasonably essential for the identified legitimate purposes, with prior obtained consent.

### **Information You Furnish:**

Various sections on the Website allow users to submit information. Data is collected when you voluntarily provide them while registering an account, form fill-outs on the Website, contact form communications, survey responses, search queries, comments, feedback, and when ordering a product or service via the Website.

The information provided is used to deliver the requested product and/or service, enhance our services' overall performance, and present you with offers, promotions, and information.

### **Personal Information Provided by You**

The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- email addresses
- mailing addresses
- usernames
- passwords
- contact preferences
- billing addresses
- contact or authentication data
- names
- gender
- date of birth
- approximate device location
- phone numbers
- Inferences drawn from any of the collected personal information listed above to create a profile or summary about them

### **Sensitive Information**

We do not process sensitive information.

### **Payment Data**

We may collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is stored by 'Stripe' and 'Paynow'. You may find their privacy notice link(s) here: <https://stripe.com/en-gb-ca/privacy> and <https://paynow.com/privacy>.

### **Social Media Login Data**

We may provide you with the option to register with us using your existing social media account details, like your Facebook, Twitter, or other social media account.

Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile information we receive may vary depending on the social media provider concerned, but will often include your name, email address, friends list, and profile picture, as well as other information you choose to make public on such a social media platform.

We will use the information we receive only for the purposes that are described in this privacy notice or that are otherwise made clear to you on the relevant Services. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. We recommend that you review their privacy notice to understand how they collect, use, and share your personal information, and how you can set your privacy preferences on their sites and apps.

### **Data Preservation**

We uphold the retention of your personal data for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us keeping your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible..

### **Rights of Users**

You possess the right to:

- Access, amend, or remove your personal data.
- Withdraw your account.

### **Automated Information Collection:**

Navigating our website triggers the use of automatic data collection technologies like Google Analytics, Google Tag Manager, and Active Campaign. This captures certain information about your device, browsing actions, and patterns, such as your location, traffic patterns on our website, and communications between your computer and our website. Data such as the type of computer you use, your Internet connection, IP address, operating system, and browser type are collected.

The automatically collected information serves statistical purposes and is devoid of personal information. It aids in improving our website and service offerings. Any voluntarily provided personal information will be associated with the automatically collected data.

### **Use of Cookies and Pixels**

Our website, like many commercial websites, employs a standard technology known as "cookies" and server logs to collect information about how our site is utilized. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our site, and the websites visited just before and just after our own, as well as your IP address.

WriteWiseAI reserves the right to use technological equivalents of cookies, including social media pixels. These pixels enable social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. We reserve the right to use these pixels in adherence to the policies of the various social media sites.

### **Third Party Use Of Cookies**

Certain content or applications on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may employ cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

### **Email Information and Policies**

Should you choose to correspond with us via email, we may retain the content of your email messages along with your email address and our responses. We extend the same protections for these electronic communications that we employ in the maintenance of information received online, mail, and telephone. This also applies when you register for our website, sign up through any of our forms using your email address or make a purchase on this site.

We are committed to maintaining the confidentiality of your e-mail address. We do not sell, rent, or lease our subscription lists to third parties, and will not disclose your email address to any third parties except as required by law.

All e-mails sent by us will be in compliance with the Canadian Anti-Spam Legislation (“CASL”), including clearly stating who the e-mail is from and provide clear information on how to contact the sender. Additionally, all e-mail messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us. Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.

### **Utilization of Your Information**

We employ personal information with the aim of showcasing our website and its content to you, furnishing you with information, extending offers for products and services, apprising you about your subscriptions and products, executing any contract established between you and WriteWiseAI, managing our business activities, offering customer service, and availing other items and services to our patrons and potential patrons.

Occasionally, we may utilize the information you extend to us to present offers for products and services provided by third parties, in exchange for a commission remitted to us by such third parties. Should you opt to engage in such promotions, the third parties will be privy to your information.

From time to time, the information you provide may be used to display advertisements that are tailored to your personal characteristics, interests, and activities.

## **Information Disclosure**

As a fundamental rule, we abstain from selling, renting, leasing, or otherwise transferring any information gathered either automatically or through your voluntary actions.

We may unveil your personal information to our subsidiaries, affiliates, and service providers for the purpose of providing our services to you.

Your personal information may be disclosed to a third party, inclusive of a lawyer or collection agency, when deemed necessary to enforce our terms of service or any other agreement established between you and WriteWiseAI.

In the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of WriteWiseAI's assets and/or business, your information may be provided or assigned to any successor.

We may divulge information when legally mandated to do so, when we, in good faith, ascertain that the law necessitates it, or for the protection of our legal rights, or when impelled by a court or other governmental entity.

## **Security Measures**

Appropriate industry standard security measures are employed to shield against loss, theft, unauthorized access, disclosure, use, or modification of personal information. The extent of these measures will fluctuate based on the sensitivity, amount, format, nature, and storage of the personal information, encompassing, as applicable, physical, organizational, and electronic security measures, such as premises security, restricted file access, technological safeguards including security software and firewalls to deter unauthorized computer access, and password and security policies. Please be cognizant that e-mail communication is not a fully secure medium.

## **Amending Information and Correcting Errors**

Given that we utilize your personal information to provide goods or services to you, it's paramount that the information is accurate and current. Should any of your information alter, or be inaccurate or incomplete, kindly inform us to facilitate any requisite amendments.

## **Access to Personal Information**

We will promptly respond to any requisition for access to your personal information, and will apprise you of the cost, if any, prior to the retrieval of such records or information. Frivolous, vexatious, or repetitious requests for access to personal information will not be entertained. In certain scenarios, we may be incapable of providing access to some or all of the personal information we hold about you.

## EU Visitor GDPR Rights

If you're accessing this Website from within the European Union ("EU"), you are entitled to certain information and possess certain rights under the General Data Protection Regulation of the EU. These include:

- The retention of any information you choose to provide to us until the earlier of: (a) your request for deletion of the information, (b) our decision to cease using our existing data providers, or (c) our determination that the value in retaining the data is outweighed by the costs of retaining it.
- The right to request access to your data that we store and the rights to either rectify or erase your personal data.
- The right to seek restrictions on the processing of your data.
- The right to object to the processing of your data and the right to the portability of your data.
- To the extent that you provided consent to our processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent.
- The right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.
- We necessitate only the information that is reasonably required to enter into a contract with you. Consent for any unnecessary processing will not be required as a condition of entering into a contract with us.

For more elucidation on your rights as a website visitor from the EU and the GDPR, please visit the European Commission website [here](#).

## Withdrawing your consent

You can withdraw your consent to this Privacy Policy at any time. If we are relying on your consent to process your personal information, which may be express and/or implied depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us through this email: '[privacy@wwai.ai](mailto:privacy@wwai.ai)'. However, please note that this will not affect the lawfulness of the processing of your personal information before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

## Privacy Policy Changes

We may amend our Privacy Policy from time to time without prior notice. Please check our website for the most current version of the policy at: <https://wwai.ai/privacypolicy>. We encourage you to periodically check our website for updates.

### **Inquiries, Concerns, or Access Requests**

Should you have any inquiries or concerns regarding our Privacy Policy, or wish to access your personal information, please contact us at: '[privacy@wwai.ai](mailto:privacy@wwai.ai)'.