



KinesisIQ – Privacy Policy

NOTE: Written under Ontario, Canada law and structured for end-users engaging via QR code, Wi-Fi, or the portal.

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Effective Date: September 9th, 2025.

Owner: Digital Placemaking

1. Introduction

This Privacy Policy explains how Digital Placemaking collects, uses, and protects information when you access KinesisIQ via Wi-Fi, QR code, or web portal.

2. Information We Collect

- **Passive Data (Anonymous):** Device presence and movement patterns (e.g., Wi-Fi signals). No personally identifiable information is collected.
- **Voluntary Data (When You Engage):** If you scan a QR code, connect to Wi-Fi, or enter information in the portal, we may collect:
 - Device type, browser, and session data.
 - Information you choose to provide (e.g., email for promotions).

3. How We Use Information

We use data to:

- Provide Wi-Fi and portal access.
- Deliver personalized promotions and interactive content.
- Generate anonymous insights for participating venues.
- Improve and secure the KinesisIQ platform.

4. Sharing of Information

We do not sell personal data. We may share:

- **Anonymous insights** with venues and advertisers.
- **Voluntary engagement data** (e.g., email for offers) only with your consent.
- **Service providers** who help us operate KinesisIQ, bound by confidentiality.

5. Cookies and Similar Technologies

The portal may use cookies or similar tools to remember preferences and measure engagement.

6. User Rights

Under Canadian law, you have the right to:

- Request access to personal data you have voluntarily provided.
- Request correction or deletion of such data.
- Withdraw consent to data use (may affect access to promotions).

To exercise these rights, contact us at sales@digitalplacemaking.ca.

7. Data Security

We use appropriate safeguards to protect information. However, no system is completely secure, and we cannot guarantee absolute protection.

8. Data Retention

- Passive anonymous data is aggregated and not retained in identifiable form.
- Voluntary data is retained only as long as needed to provide services or as required by law.

9. Children's Privacy

We do not knowingly collect personal data from children under 13 without parental consent.

10. Changes to Privacy Policy

We may update this policy. Continued use of KinesisIQ after updates indicates acceptance.

11. Contact

For privacy-related inquiries, contact:

Digital Placemaking

Toronto, Canada

sales@digitalplacemaking.ca