

# Privacy Policy

Last revised: June 1, 2020.

EveryUrban Inc. ([www.everyurban.com](http://www.everyurban.com)) is based at Toronto, Ontario. This privacy policy document will outline our practices for the collection, storage and distribution of your data. Users signed onto our platform will be notified by the e-mail associated with your account of any and all updates to this policy in a timely fashion. By using our the site and services, you acknowledge and agree to the collection and use of your information as outlined in this Privacy Policy.

## 1. Data Collection

EveryUrban collects and stores all information entered on our platform as well as any correspondences with our team. This information may include but not limited to your full name, address, phone number, government issued identification, credentials, work, links, e-mails, user devices, browser and IP addresses. The collection of this data are for the purposes of identification, accountability, drafting project agreements, diagnosing technical problems as well as maintaining and improving our services. EveryUrban may share your information with third parties for the purposes of identification, security, data analysis and contract administration. At this time, browser cookies are used only to store basic session details.

We may collect information about you indirectly from other sources and combine that with information we collect through our services where this is necessary to help manage our relationship with you. These other sources may include third party software applications and social media platforms such as Facebook, Instagram, Google+ and Twitter. We may also collect your personal information where you request information or materials from us, participate in surveys or polls, subscribe to our mailing list or join our social media pages.

## 2. Community Developer Data

All corporate and personal documentation provided to EveryUrban by Developers shall be private and utilized only to verify identity and contract administration. These documents will be stored in our databases for the purposes record keeping and shall not be distributed without the Developer's written consent unless required by law to provide supply such documents for court proceedings. Community Developers accept and acknowledge that information and

documentation supplied for Projects RFPs may be shared with Designers and Third Parties in order to complete services outlined under the Community Developer Services Agreement. Any information or documentation supplied for Project RFPs that are to be confidential must be specified in the Community Developer Services Agreement.

### **3. Design Architect Data**

Designer profile pages are accessible by the public and may be distributed by EveryUrban to third parties. EveryUrban may request for identification documents (including but not limited to copies of IDs, passports or drivers licenses) the purposes of identity verification and contract administration. Copies of identification and banking information for payment may be shared with the Developer, solicitors and Local Architect Partner. Design Concepts submitted for RFP bidding shall only be shared with the Developer offering the Project RFP in which the Design was created for and may only be shared with Local Architect Partners and third parties for the purpose of assisting the Developer in assessing the design, feasibility and viability unless required by law to provide supply such documents for court proceedings. All information, documentation, designs and correspondences may be stored in our databases for the purposes record keeping and legal proceedings.

### **4. Security**

EveryUrban utilizes secure communication transmission software (known as "secure sockets layer" or "SSL") that encrypts all information you input on our website before it is sent to us. SSL is an industry standard encryption protocol and this ensures that the information is reasonably protected against unauthorized interception. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect User IDs and passwords, please take appropriate measures to protect this information.

### **5. Storage of Information**

EveryUrban will store your personal information for as long as is reasonably necessary for the purposes for which it was collected, as explained in this privacy policy and terms of service. We attempt to store all communications and circulated content for record keeping in the event of complaints, challenges, fraud, illegal activity, copyright concerns, breach of confidentiality, theft, plagiarism and litigation. This is for the benefit and protection of all users however EveryUrban provides no warranty that all communication and content will stored and available given the

broad implications of communication and content. Removal of stored information may be requested upon written and signed waiver from all parties that may be implicated or have claims directing or indirectly involving the information or; required by law to do so.

## **6. Rectification and Accessing Personal Information**

EveryUrban seeks to maintain accurate data and encourage users to request rectification of inaccurate personal information. We may seek to verify the accuracy of the personal information before rectifying it. You also have a right to request that we provide you with a copy of your personal information that we hold and you have the right to be informed of:

- a) the source of your personal information;
- b) the purposes, legal basis and methods of processing;
- c) the data controller's identity; and
- d) the entities or categories of entities to whom your personal information may be transferred.

Upon submitting your request for a copy of your person information, the EveryUrban team will provide you with a disclosure form which will need to be completed, signed and returned with proof of your identity. These measures are in place for your protection.

## **7. Transfer of User Data**

EveryUrban may sell or transfer some or all of our business or assets to a third party which may require the disclosure of information to a potential or actual third party purchaser of our business or assets; and we may share in aggregate, statistical form, non-personal information regarding the visitors to our website, traffic patterns, and website usage with our partners, affiliates or advertisers.

## **8. Marketing**

EveryUrban proactively limits direct marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest or relevance to you. You can stop direct marketing at any time by following the "unsubscribe" or opt-out links in electronic communications or by contacting us at [assist@everyurban.com](mailto:assist@everyurban.com). We may use profiling to ensure that marketing materials are tailored to your preferences and to what we think you will be interested in.

EveryUrban may utilize user content including design concepts for marketing purposes upon written consent from the owner of the material at the time consent is requested. In the event there is a change in ownership of this material, the original granted consent shall maintain validity and survive the transfer of ownership. You may request to retract your consent for further use of the material however EveryUrban is not obligated to edit or retract the material from existing uses in the public domain before the removal request.

### **9. Third Party Websites**

The [www.everyurban.com](http://www.everyurban.com) website and e-mails may contain links to other websites with their own privacy and security policies and practices independent from EveryUrban. We are not responsible for the policies, conducts and practices of any and all parties outside of the entity EveryUrban Inc. ([www.everyurban.com](http://www.everyurban.com)). You should check the privacy policies of any third party websites for information on how these third parties process your personal information.

### **10. Third Party Analytics**

We may use third party analytics integrations such as Google Analytics. Cookies may be used to monitor traffic to, and use of our website and services. Information about the use of our services generated by these cookies may be transferred and stored with the analytics service provider. This information may be used on our behalf to evaluate your usage of our website and services, to compile reports on activities, and to provide additional analytics services connected with our services. We will not identify you to these third party analytics services, and will not merge personal and non-personal information collected through these services.

### **11. Confidentiality**

EveryUrban has set out confidentiality requirements for all team members, partners and service providers who have access to your personal information with the addition of Contracts and Agreements in place addressing confidentiality and non-disclosure of Design Concepts submitted for RFP bidding.

### **12. Changes to Privacy Policy**

We may review or update this privacy policy from time to time to keep it up to date with legal requirements and the way we operate our business. We will place any updates on this webpage, so please regularly check for updates. If we make fundamental changes to this

privacy policy, we may take additional steps to notify you including by posting on our website, through pop-up notices or via the email address registered to your User Account.

### **13. Contact Information**

If you have any questions, concerns or complaints regarding our compliance with this privacy notice, the information we hold about you or if you wish to exercise your rights, we encourage you to first contact us. We will investigate and attempt to resolve complaints and disputes and make every reasonable effort to honour your wish to exercise your rights as quickly as possible and in any event, within the timescales provided by data protection laws.

Email: [assist@everyurban.com](mailto:assist@everyurban.com)

Mail: EVERYURBAN LIMITED

2967 Dundas St. W. #1028

Toronto, ON M6P 1Z2

Canada