

# Privacy Policy

KMcNea & Company Inc. (“Company”, “we”, or “us”) own and operate Boarditude™ as well as other entities and websites. Our products are trusted by online digital viewers to provide safe, informational content and recognizes the importance of privacy concerns. We respect your privacy and are committed to protecting any information you may share with us while using any of our websites.

Through our platform, we aim to provide audio, video, down-loadable documentation and other ancillary material to its online audience. We may collect personal information through either a direct request to you, or potentially through anonymous information that may be automatically collected from your computer, phone or other communications device.

This Privacy Policy governs your access to and use of the boarditude.com (the “Website”) including any content, functionality and services offered within, whether as a guest or a registered user.

|                          |   |
|--------------------------|---|
| “Company”                | KMcNea & Company Inc. also known as “we” or “us”  |
| “Website”:               | Internet web site <a href="http://www.boarditude.com">www.boarditude.com</a>  |
| “App”:                   | Any app owned by KMcNea & Company Inc. that is meant for use on mobile communication devices including Smartphone’s and tablets   |
| “Platforms”:             | Refers to the Site and App collectively   |
| “Cookie”:                | Information transferred via a web site or app to a user’s device for record-keeping purposes  |
| “web beacon”:            | A one-pixel image which may be embedded on a web page or e-mail message that may be visible to the user, or may be transparent  |
| “linked sites”:          | Links to internet websites maintained by third parties  |
| “third party platforms”: | Internet sites maintained by third parties. Boarditude does not control in any respect, or necessarily endorse, the information, content products, services, advertising or other materials that may be found on the linked site. |

Before you begin using the Website, please ensure that you read this Privacy Policy. By using the Website or by clicking to accept or agree to the Terms of Use when this option is made available to you, then you accept and agree to be bound and abide by the Privacy Policy. If you do not want to agree to the Privacy Policy, you are advised not access the Website.

**Personal Information:**

**Direct Request:**

- You are free to determine whether or not to engage in any activity on our platforms or submit personally identifying information that can be used to identify or contact you, whether online or offline. This may include your name, email address, phone number or other information.

- If you are asked to submit personally identifying information, we will explain in the sign-up or collection process how we will use it. For example, an email address may be required when you ask us to contact you or sign up for membership or webinar. This information will be used only as stated, other than in Special Circumstances which are described below.
- Third parties contracted by the Company to assist with the Platforms are required to follow this Privacy Policy.

#### Information Collected About Users

If you do choose to access the Website, you are compliant with this Privacy Policy. The Company will learn certain information about you during your visit, both automatically and through the voluntary actions you may take, during your visit. The information is used to better understand how our online visitors use the website.

This policy applies to the information we collect on the Website, in emails, on the app, text, or other electronic messages between you and the Website.

#### Children Under the Age of 16

Our Website is not intended for use by children under 16 years of age. No one under the age of 16 may provide any information on the Website or to the Company. We do not knowingly collect personal information from children under 16. If you are under 16, do not use any features, provide any information, make any purchases, use any of the interactive or public comment features or provide any information about yourself to us on this Website. This includes providing your name, address, telephone number, email address, or any screen name or username you may use for identification purposes.

#### Information Collected About You

We collect information about users in various places on the Website when you fill out contact forms, respond to surveys, use the search feature, provide comments or feedback, and when you provide information because you have purchased a product or service via the Website.

We use the information you provide to deliver the requested product and/or service, to improve our overall performance, and to provide you with offers, promotions, and information.

In the case of personally identifying information like Internet Protocol (IP) addresses for users who are logged in or leaving comments on our blogs or websites, we only disclose the IP addresses and/or email addresses to the contracted administrators of our owned blog or site where the activity has taken place.

In so far as those visitors who choose to engage in a transaction with KMcNea & Company Inc. and are required to provide personal and financial information in order to process those transactions, only information necessary or appropriate to fulfill the purpose of the visitor's interaction will be collected. Visitors can refuse to supply personally identifying information with the caveat they it may prevent them from engaging in certain website-related activities.

#### Data Collection Technology

Like most website operators, KMcNea & Company Inc. collects non personally identifying information. We may use automatic data collection technologies including Google Analytics to collect certain information about your location and IP address, computer equipment and operating system, language preferences, date and time of each visit, browsing type and actions traffic patterns.

#### Anonymous Information Collection:

Similar to other commercial websites, we utilize a standard technology called “cookies” and server logs to collect information about how this site is used. Information gathered through cookies and server logs may include the date and time of visits, pages viewed, length of time spent on the site, and the websites visited just before and just after you visit our Website.

The Company may use cookies and similar technologies like pixels and web beacons on our platforms to automatically collect anonymous information that is generated from your device, such as a computer’s Internet Protocol address, a mobile device identifier, operating system, or general locator such as a zip or postal code. As a user moves from a web page or screen to another, a cookie (“cookie”) is used to verify that it is the same device. Cookies also keep track of user selections. Devices can be set to accept cookies, which can then be deleted, or devices can be set to not accept them. Be aware that if cookies that have been placed on your device by our platform are disabled, you may not be able to use certain services or features. A web beacon (“web beacon”) may also provide us with information about page usage or e-mail message acceptance. Some information is collected through third-party analytics tools. Analytical information collected by the Company as outlined above is used to better understand, monitor and improve performance of our Platforms and support internal operations.

Individual user information is not made publicly available. We only disclose personally identifying information to employees, contractors for internal operations support and affiliate organizations that (i) need to know the information in order to process a transaction on the Company’s behalf; and (ii) that have agreed not to disclose the information to others. By using the Company’s websites, you consent to the transfer of such information to them.

#### Internal operations support includes:

- Metrics monitoring (i.e. total number of visitors/traffic at any given time);
- Landing page analysis (i.e. visitor site entrance, pages viewed, frequency)
- Popularity of site activities and services;
- User location (e.g., zip/postal code information);
- Browser identification and adaptation
- Technological diagnostics and repair

The Company reserves the right to use technological equivalents of cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. The Company reserves the right to use these pixels in compliance with the policies of the various social media sites.

#### Links From Our Platforms to Third Party Websites

As a convenience to our users, our Platforms may contain links (“linked sites”) to other websites or apps, including content offered by third parties whose privacy and data collection practices may differ from ours (“Third Party Platforms”). We are not responsible for the practices employed by any websites linked to or from our platform including their services, information or content. When you enter Third Party Platforms, you enter at your own risk and become subject to their terms of use and privacy policies rather than ours. The Company does not accept any responsibility for your use of linked sites. You assume sole and complete responsibility for any losses or penalties incurred as a result of entering a third-party platform.

### Third Party Use of Cookies

Some content or applications, on the Website are served by third parties including a servers, content providers and application providers. They may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website.

We do not control third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

### Email Information

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received online, by mail, and by telephone. This also applies when you register for membership or program our website, sign up through any of our forms using your email address or make a purchase on this site. This is explained further in the email policies below.

### Email Policies

We are committed to keeping your e-mail address confidential. 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 allowed in the section titled Disclosure of Your Information.

We will maintain the information you send via e-mail in accordance with applicable federal law.

In compliance with the CAN-SPAM Act, all e-mail sent from our organization will clearly state who it is from and provide clear information on how to contact the sender. In addition, all e-mail messages will contain concise information on how to opt-out and remove yourself from our mailing list so that you receive no further communications from us.

The Company collects your information in order to record and support your participation in the activities you select. It is only when you register to become a member, download a book or resources, purchase a product from us, or sign up for other communications like newsletters, that we collect your information and use it to track your preferences, keep you informed about your selections or send you information about related products and/or services. As a visitor to this Website, you can engage in a variety of activities outside of the private membership area without providing any personal information.

If you are outside the European Union and opt to receive free resources, participate in free training programs, register for a webinar, live event or seminar or purchase products sold by the Company on this Website, we will automatically enroll you to receive communications which may include a newsletter. You can unsubscribe from receiving these communications at any time by clicking through the "unsubscribe" link located at the bottom of every email we send. If you ever have trouble unsubscribing, send an email to [hello@boarditude.com](mailto:hello@boarditude.com) requesting with your request.

### Information Provided by Website Users

We use personal information for purposes of presenting content on our Website to you, provide information about your membership subscriptions and products, carry out any contractual agreement between you and the Company, administer our business activities, provide customer service, and making other items or services available to our current and prospective customers.

From time-to-time, we may

- use the information you provide to us to make you offers to purchase products and services provided by third parties in exchange for a commission to be paid to us by such third parties. Should you opt to take part in such promotions, the third parties will receive your information.
- use the information you provide to us to display advertisements to you that are tailored to your personal characteristics, interests, and activities.

#### Disclosure of Your Information

As a general rule, we do not sell, rent, lease or otherwise transfer any personal information collected whether automatically or through your voluntary action.

We may disclose your personal information to our subsidiaries, affiliates, and service collection agency, when necessary to enforce our terms of service or any other agreement between you and the Company.

We may provide your information to any successor interest in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets and/or business.

We may disclose information when legally compelled to do so, because we believe, in good faith, that the law requires it, or our legal right require protection of or if compelled by a court or other governmental entity to do so.

We may release generic, non-personally-identifying information in the aggregate such as publishing a general report on website usage trends.

#### How Your Information and Secure Transmission Are Protected

We employ commercially reasonable methods to ensure security of the information you provide to us and the information we collect automatically. This includes using standard security protocols and working only with reputable third-party vendors.

Email is not recognized as a secure medium of communication. For this reason, we request that you do not send private information to us by email. Although doing so is allowed, it is entirely at your own risk. Some of the information you may enter on our website may be transmitted securely via a secure medium known as Secure Sockets Layer, or SSL. Credit Card information and other sensitive information is never transmitted via email.

The Company may use software programs to create summary statistics, which are used for such purposes as assessing the number of visitors to the different sections of our site, what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

For site security purposes and to ensure that this service remains available to all users, the Company uses software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

## Visitor GDPR Rights

If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation which include:

We will retain any information you choose to provide to us until the earlier of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) the Company decides that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that the Company stores and the rights to either rectify or erase your personal data.

You have the right to seek restrictions on the processing of your data.

To the extent that you provided consent to the Company's 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.

You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

## Policy Changes:

Any changes made to our Privacy Policy will appear on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the email address specified in your account and/or through a notice on the Website home page. The date the Privacy Policy was last revised is identified at the bottom of the last page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically reviewing this Privacy Policy on our Website to check updates.

KMcNea & Company Inc.  
525 Highland Road West  
Suite #1002  
Kitchener, ON N2M 5P4  
Canada  
hello@boarditude.com

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