



Last update: February 2024

## **PRIVACY POLICY**

EBlock is concerned about your privacy and is committed to safeguarding it online. Because we gather certain types of data/information from visitors to our Sites, we want you to understand what information we collect and how we use and share it. That is why we encourage you to read our Privacy Policy before using our Websites.

We primarily collect personal information through our Websites to manage our business relationships and process employment applications. Your personal information may be shared with authorized third parties to accomplish these purposes., including outside your region. You may have the right to access the personal information we hold about you, request its correction, and revoke your consent to its use.

For more details on how we collect, use, and share personal information, we invite you to review our responses to frequently asked questions below.

If you have questions or complaints regarding our privacy policy or practices, please contact us at [privacy@eblock.com](mailto:privacy@eblock.com) or by using the contact details provided in the “Contact Us” section at the end of this Policy.

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### **1. WHAT PERSONAL INFORMATION DO WE COLLECT, WHY AND BY MEANS?**

We collect your personal information in several ways and for different purposes, depending on their categories. Please see the table below for more details.

<b>Categories</b>	<b>Examples</b>	<b>Means &amp; Purpose of Collection</b>
Identification information	Name, address, phone number, email address,	We collect this information when you register for an

	username, and password, company	<p>event, use the “Contact Us” function to request information, or use any of the other interactive portions of our Website.</p> <p>Collecting this information allows us to process your requests, provide the services and information you request, and respond to your comments and questions.</p>
Testimonials	Full name, company, personal opinions	<p>With your consent, we may post your name and your testimonial regarding your experience using our services on our Sites.</p> <p><i>If you wish to update or delete your testimonial, you can contact us via one of the methods listed below.</i></p>
Marketing information	Marketing preferences	Collected with your consent to market our services.
Technical information	Device type, browser type, IP address, and pages visited on our Sites.	Collected through cookies, including third-party cookies, on our Sites to improve website functionality and fix bugs. For more information about our usage of cookies please refer to section 3 of this Policy.
Usage & Performance information	The date, time and duration of your visits to the Sites, the pages viewed and links clicked on the Sites, your language preferences, browsing history, and the web pages that redirect you to our Sites.	We collect this data using cookies and pixels on our Sites, including those provided by trusted third parties who collect it on our behalf. For more information about these technologies, including how to enable and disable them, see section 3 of our Policy.



		Collecting this information allows us to compile aggregate data about traffic and interactions on our Sites to improve the experience and tools and provide customized website experiences to our users.
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In addition, we collect personal information from employment candidates during the hiring process. Below is a summary of the personal information we collect and the purposes for which we may use it.

Category	Examples	Purposes of Collection
Candidate information	Full name, e-mail address, telephone number, professional experience, skills, career objectives, CV, references, and criminal record	Processing your employment application, including assessing your qualifications, checking your references and communicating with you about your candidacy  Determining appropriate compensation  Complying with applicable legal requirements

Please note that we may also collect and use your personal information for any other purpose permitted or required by law.

We ensure that only those employees who need access to your personal information to perform their duties have access to it.

## 2. UNDER WHAT CIRCUMSTANCES DO WE SHARE YOUR PERSONAL INFORMATION?

We share your personal information with third parties where necessary to fulfil the purposes identified above, and more specifically, as set forth in the table below:

Categories of Third Parties	Purpose of Communication
Service providers	We may provide your personal information to companies that provide services to help us with our business activities, such as by submitting email communications to you on our behalf. These companies are authorized to use your personal information only as necessary to provide these services to us.
Business partners	EBlock may partner with select retailers and other companies at various times to provide expanded services to our site visitors. As



	part of such a relationship, we may share with these companies the use of certain interactive Web site functions (e.g., when registering for events). Data/information provided by site visitors through such interactive functions may be available to both EBlock and our partners. In addition, note that such third parties may provide access to additional privacy policies related to the service, which should be reviewed by you.
Professional advisors	We may disclose your personal information to our legal, financial, accounting or other consultants to the extent necessary to operate our business and comply with applicable laws.
Law enforcement & Other government agencies	To comply with legal obligations and respond to lawful requests. We verify that the request is legitimate before responding.
Successors in interest	In the event of a sale, merger, or other business transaction, to enable the new owner or operator of our Website to continue providing services to our users.

### 3. COOKIES

Cookies are small text files that are placed on your device when you access our website, and they can be used to collect information such as your browser type, IP address, and pages visited on our site. EBlock uses cookies to conveniently allow you not to re-enter data/information, such as your contact details, multiple times during your visits to our Web sites. Cookies can also help us provide data/information targeted to your interests based on your prior browsing on our Websites. Cookies also help us to detect bugs and errors on our Sites.

You can manage your cookie preferences by adjusting the settings in your web browser. Please note that disabling cookies (such as essential or functional cookies) may limit your ability to use certain features of our website. Despite this, you can disable cookies in your browser at any time.

Cookie preferences must be set for each Internet browser. You generally have several ways to manage cookies, including: allowing or disallowing cookies entirely, deleting specific cookies that the browser has already stored, preventing certain websites from sending cookies to your computer, or blocking third-party cookies (when you browse a website, cookies are sent to your computer from another website). If you have any questions about our use of cookies, please contact us using the contact information provided below.



#### **4. BROWSER-BASED DO NOT TRACK**

Some browsers incorporate a “Do Not Track” (DNT) feature that, when turned on, signals to websites and online services that you do not want to be tracked. Because there is not yet an accepted standard for responding to a DNT signal, we do not currently respond to DNT signals on this website or websites where we provide advertisements, content, or other services.

#### **5. HOW DO WE STORE AND SECURE YOUR PERSONAL INFORMATION?**

Your personal information is hosted on the servers of our trusted service provider located in the United States of America. As a result, your data may be stored and processed in any province or country where we have offices or in which we engage third party service providers. You consent to transfer information to jurisdictions outside of your province or country of residence, which may have data protection rules different from those in your province or country of residence. While such information is outside of your country of residence, it is subject to the laws of the province or country in which it is held and may be subject to disclosure to the governments, courts, law enforcement or regulatory agencies of such other province or country, according to local laws.

We implement physical, administrative and technical safeguards designed to preserve the confidentiality, integrity and security of personal information under our control. However, information transmitted on the Internet and/or stored on systems attached to the Internet is not 100% secure, and no security can provide absolute protection. As a result, we do not ensure, warrant or guarantee the security or integrity of such information.

We retain your personal information only for as long as necessary to fulfil the relevant purposes specified in this Policy and comply with our legal obligations. If you would like more information about the length of time we retain your personal information, please contact our Privacy Officer using the contact details below.

This Policy does not apply to third-party websites. We are not responsible for their privacy policies, procedures or practices.

#### **6. CHILDREN’S PRIVACY**

This website is not directed to children under 14, and we do not knowingly collect personal information from children under 14 on our Sites. Suppose you are the parent or legal guardian of a child under 14 who has provided us with personal information, you may contact us using the contact information below to ask us to stop using or to delete that information.

#### **7. YOUR RIGHTS**

Under certain circumstances and subject to applicable data protection laws, supported by a written request and proof of identification, you may consult the personal information that we have collected, used or communicated, and/or ask that it be corrected, and/or withdraw your consent to our communication or use of personal information collected.

As required or permitted by law, you may be entitled to additional rights, including (i) the right to control the dissemination of your personal information; (ii) the right to receive computerized personal information collected from you in a structured, commonly used and technological format and to have this information transferred directly to another organization; (iii) the right to be informed of and submit observations regarding automated decision-making; and (iv) the right to request information about data processing.



You can request access to your personal information in our custody or control, or otherwise exercise your rights by contacting our Privacy Officer using the contact information below. If we cannot fulfil your request in whole or in part, we will provide the reasons for denying your request.

If you believe that applicable data protection laws still need to be complied with, you may complain to us using the contact information provided below. You also have the right to complain directly to the appropriate data protection authority.

## **8. HOW TO UNSUBSCRIBE**

If you wish to stop receiving marketing messages from us at any time, please follow the unsubscribe instructions included in our emails or contact us via one of the methods listed below.

## **9. UPDATES TO THIS POLICY**

Please consult our Sites regularly to stay informed of changes to this Policy, as we may update it occasionally. If we update this Policy, we will post a notice on the Sites informing about the changes and their effective date. Your continued use of the Sites following an update to this Policy indicates that you have read, understand and accept the current version of the Policy.

## **10. CONTACT US**

If you have questions concerning this Privacy Policy or the practices on our Sites, you may contact our Privacy Officer at [privacy@eblock.com](mailto:privacy@eblock.com), or by writing to us at:

EBlock (Attn: Privacy Officer),  
400-10 Lower Spadina Avenue,  
Toronto, ON M5V 2Z2