

# Privacy Policy

Last updated: July 31, 2023

The *Pacific Design Academy* website, social media presence, and other online applications (collectively, *Pacific Design Academy*, or the *Service*), administered by Pacific Design Academy Inc. of Victoria BC, is for your personal use and information. This Privacy Policy describes Pacific Design Academy's policies and procedures on the collection, use, and disclosure of your information when you use the Service and tells you about your privacy rights and how the law protects you.

We use your personal data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this privacy policy.

## Definitions

For the purposes of this privacy policy:

- ◆ **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.
- ◆ **Pacific Design Academy** (referred to also as "the company," "we", "us" or "our" in this agreement) refers to Pacific Design Academy, Inc.; 200-8 Bastion Square; Victoria BC V8W 1H9 Canada.
- ◆ **Affiliate** means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- ◆ **Account** means a unique account created for you to access our Service or parts of our Service.
- ◆ **Website** refers to Pacific Design Academy's website, accessible from <https://pacificdesignacademy.com/>
- ◆ **Service** refers to the Pacific Design Academy website and all online services (collectively, Pacific Design Academy website, social media, or the Service), administered by the Pacific Design Academy of Victoria BC.
- ◆ **Country** refers to: British Columbia, Canada.
- ◆ **Service provider** means any natural or legal person who processes the data on behalf of Pacific Design Academy. It refers to third-party companies or individuals employed by us to facilitate the Service, to provide the Service on our behalf, to perform services related to the Service or to assist us in analyzing how the Service is used.

- ♦ **Third-party social media service** refers to any website or any social network website through which a user can log in or create an account to use the Service.
- ♦ **Personal data** is any information that relates to an identified or identifiable individual.
- ♦ **Cookies** are small files that are placed on your computer, mobile device or any other device by a website, containing the details of your browsing history on that website among its many uses.
- ♦ **Device** means any device that can access the Service such as a computer, a mobile phone or a digital tablet.
- ♦ **Usage data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a web page visit).

# Collecting and Using Your Personal Data

## *Types of Data Collected*

### Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- ♦ Email address
- ♦ First name and last name
- ♦ Phone number
- ♦ Address, province, postal code, city
- ♦ Usage data

### Usage data

Usage data is collected automatically when using the Service.

Usage data may include information such as your device's internet protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique id, the ip address of your mobile device, your mobile operating system, the type of mobile internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device.

# Tracking technologies and cookies

We use cookies and similar tracking technologies to track the activity on our website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our website service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some parts of our Service.

Cookies can be *persistent* or *session* cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon

We use both session and persistent cookies for the purposes set out below:

## **Necessary / essential cookies**

Type: session cookies

Administered by: us

Purpose: these cookies are essential to provide you with services available through the website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.

## **Cookies policy / notice acceptance cookies**

Type: persistent cookies

Administered by: us

Purpose: these cookies identify if users have accepted the use of cookies on the Service.

## **Functionality cookies**

Type: persistent cookies

Administered by: us

Purpose: these cookies allow us to remember choices you make when you use the website, such as remembering your login details or language preference. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the website.

# Use of your personal data

Pacific Design Academy may use personal data for the following purposes:

- ♦ To provide and maintain our Service, including to monitor the usage of our Service.
- ♦ To manage your account: to manage your registration as a user of the Service. The personal data you provide can give you access to different functionalities of the Service that are available to you as a registered user.
- ♦ For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services you have purchased or of any other contract with us through the Service.
- ♦ To contact you: to contact you by email, telephone calls, sms, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- ♦ To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information. You may opt out or "unsubscribe" from any communications sent to you in this capacity.
- ♦ To manage your requests: to attend and manage your requests to us.

We may share your personal information in the following situations:

- ♦ With service providers: we may share your personal information with our service providers to monitor and analyze the use of our Service, and to contact you.
- ♦ With affiliates: we may share your information with our affiliates, in which case we will require those affiliates to honor this privacy policy. Affiliates include our joint venture partners or other companies that we control or that are under common control with us.
- ♦ With business partners: we may share your information with our business partners to offer you certain services or promotions.
- ♦ With government partners: we may share non-identifiable usage information with our government partners to improve cycling facilities and services around the province.
- ♦ With other users: when you share personal information or otherwise interact in the public areas, for example in social media comments, with other users, such information may be viewed by all users and may be publicly distributed. If you interact with other users or register through a third party social media service, your contacts on the third-party social media service may see your name, profile, pictures and description of your activity. Similarly, other users will be able to view descriptions of your activity, communicate with you and view your profile.

# Retention of your personal data

Pacific Design Academy will retain your personal data only for as long as is necessary for the purposes set out in this privacy policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

We will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

# Transfer of your personal data

Your information, including personal data, is processed at the operating offices of Pacific Design Academy and of our service providers, and in any other places where the parties involved in the processing are located. It means that this information may be transferred to – and maintained on – computers located outside of your province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

Your consent to this privacy policy followed by your submission of such information represents your agreement to that transfer.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy and no transfer of your personal data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

# Disclosure of your personal data

## Business transactions

If we are involved in a merger, acquisition or asset sale, your personal data may be transferred. We will provide notice before your personal data is transferred and becomes subject to a different privacy policy.

## Law enforcement

Under certain circumstances, we may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## Other legal requirements

Pacific Design Academy may disclose your personal data in the good faith belief that such action is necessary to:

- ◆ Comply with a legal obligation.
- ◆ Protect and defend the rights or property of the company.
- ◆ Prevent or investigate possible wrongdoing in connection with the Service.
- ◆ Protect the personal safety of users of the Service or the public.
- ◆ Protect against legal liability.

## Security of your personal data

The security of your personal data is important to us, but remember that no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

## Links to other websites

Our Service may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Changes to this Privacy Policy

We may update our privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on this web page. We will let you know via a prominent update to the *last updated* date atop this privacy policy.

You are advised to review this privacy policy periodically for any changes. Changes to this privacy policy are effective when they are posted on this web page.

## Contact Us

If you have any questions about this privacy policy, you can contact us by email: [info@pacificdesignacademy.com](mailto:info@pacificdesignacademy.com)