

This Privacy Statement applies to personal information collected by Alexzi Business Solutions Inc. (“Alexzi”, “we”, “us”, “our”) through your use of our website.

WHAT IS PERSONAL INFORMATION?

Personal information is any information that is identifiable with you, as an individual. This information may include, but is not limited, to your mailing address, telephone number, email address, Internet Protocol (“IP”) address, age, gender, marital status, health information, financial status, credit card information and credit history. Personal Information, however, does not include your business title, business address or business telephone number in your capacity as an employee of an organization.

TYPES OF INFORMATION WE COLLECT

We collect information from you and about you. Here are some examples of the information we may collect:

Contact Information. For example, we may collect your name, mailing address, telephone number and email address. We may also collect your mobile phone number.

Information You Submit. We may collect information when you send us a message through the “Contact” page or similar features on our website.

Business Information. For example, we may collect your business contact information. We may also collect information about your employer and your job title.

Demographic Information. We may collect demographic information such as your birthdate, age, and postal code.

Device Information. For example, we may collect the type of device you use to access our website. We may also collect your device identifier and IP address.

Usage Information. We may collect information regarding how you use our website. For example, we may collect information regarding what website features are useful or most frequently used.

HOW WE COLLECT YOUR INFORMATION

We collect your information in different ways. Below are some examples of how we may collect your information.

Directly From You. For example, when you:

- Sign up for our newsletter
- Submit an inquiry to us
- Register for an event or webinar
- Complete an online form
- Contact support team

- Interact with our social media pages
- Otherwise interact with us

Passively. For example, when you:

- Visit and navigate our website on any device.
- Enable location-based features on our website.
- Click on a sponsored link or third-party advertisement.
- We may also collect information about users over time and across different websites, apps, and devices when you use our website.

From Third-Parties. We may receive information about you from other sources. For example, this may include receiving information from:

- Our business partners, including online advertising networks and analytics vendors.
- Social media sites, including Facebook, LinkedIn and Instagram.
- Your contacts or friends who provide your information to us because they think you may be interested in our services.
- Companies that provide information to supplement what we already know about you, including data aggregators. Certain third-parties might link your name or email address to other information they have collected. That might include online usage information.

By Combining Information. For example, we may:

- Combine information that we collect offline with information we collect through our website.
- Combine information we collect about you from the different devices you use to access our website.
- Combine information we get from third-parties with information we already have about you.

HOW WE USE YOUR INFORMATION

We process your personal information for the following purposes:

To Run And Improve Our Website and Business. We may use your information to make our website and business better. We may also use your information to provide you with information about our business.

To Provide Client Support. This includes responding to client support requests.

To Respond to Your Requests or Questions. This may include responding to your feedback.

To Communicate With You. We may communicate with you about your account or our relationship. We may also contact you about this Privacy Statement or our website terms of use.

For Marketing Purposes. We may provide you with information about our company and our business initiatives. This includes using your information to personalize your experience on our website and with our services.

For Administrative Purposes. This includes using your information for accounting, record keeping, backup, and administrative purposes.

For Security Purposes. This could include protecting our company and clients who use our services. It may also include protecting our website.

As Otherwise Permitted By Law or As We May Notify You.

HOW WE SHARE YOUR INFORMATION

We may share your information in the following ways:

Internally. We may share your information with our parent, subsidiary, and affiliate entities.

With Any Successors to All or Part of Our Business. For example, if we merge with, acquire or are acquired, or sell part of our business to another entity. This may include an asset sale, corporate reorganization or other change of control.

To Comply With the Law or To Protect Ourselves. For example, this could include providing information to our legal counsel in response to a court order or subpoena. It could also include sharing information if a government agency or investigatory body requests. We might share information when we are investigating a potential fraud.

Your personal information that we collect may be processed outside of Canada by third-party software that we use. As a result, your personal information may be accessible to law enforcement and regulatory authorities in accordance with the following jurisdictions' laws:

United States of America

Israel

Ireland

Japan

SECURITY OF YOUR PERSONAL INFORMATION

The security of your personal information is important to us. We protect personal information using physical, technological and organizational safeguards. We regularly review our practices to ensure they align with reasonable industry practices appropriate to the level of sensitivity to safeguard personal information against loss or theft, unauthorized access, alteration or disclosure. However, no method of transmission over the Internet, or method of electronic storage, is completely secure; as such, despite our safeguards and protocols, we cannot fully guarantee the security of your personal information and you should always exercise caution when disclosing personal information over the Internet.

RETENTION AND DESTRUCTION OF YOUR PERSONAL INFORMATION

We generally keep personal information for only as long as it is needed to accomplish the purposes for which it was collected, or as needed for authorized or legitimate purposes. More specifically, we retain personal information as long as necessary for the fulfillment of the identified purposes for its collection or as otherwise necessary to comply with applicable laws or protect our interests. When personal information is no longer necessary or relevant for the identified purposes, or is required to be retained by applicable laws, we will take steps to have it deleted, destroyed, erased, aggregated or made

anonymous. We use reasonable industry practices to ensure we have adequate controls, schedules and practices for information and records retention and destruction, which apply to personal information.

MINORS

This site is intended solely for users who are not minors. We do not knowingly collect personal information about any minor. No minor, nor any parent or guardian, should submit a minor's personal information to us through the website, software, or otherwise, for any reason, and under any circumstances.

CONTACT

You can direct any questions or concerns regarding our compliance with this Privacy Statement and our processing of your personal information to info@alexi.com