

AIM2BE PRIVACY POLICY

This Privacy Notice provides a brief overview of our Privacy Policy and our privacy practices. Please read the complete Privacy Policy before accessing or using Aim2Be application and website (together, the “Application”).

- 1. Scope and Application:** The Privacy Policy governs our collection, use and disclosure of your personal information when you use the Application.
- 2. Age Requirement:** Children under the age of 13 can only use the Application with the consent of their parent or lawful guardian. If you are under the age of 13, you must have your parent or lawful guardian register for an Account for you.
- 3. Collection of Personal Information:** We will collect personal information from you when you access or use the Application. We will collect certain information from you when you register for an Account, including your public display name and email address.
- 4. Use and Disclosure:** We will generally use your personal information for registration purposes and to provide the Application to you. We will only share your personal information in limited circumstances, such as when required by law or to investigate illegal or suspected illegal activities, where we have reasonable grounds to believe that there is a risk to the life, health or security of a user, and when you give us express permission to do so. We may also disclose anonymized information to our research partners for research purposes.
- 5. Contact Us:** If you have questions about the Privacy Policy, please contact our Privacy Officer at aim2besupport@childhoodobesityfoundation.ca

PRIVACY POLICY

This is the privacy policy (“Privacy Policy”) for the Aim2Be mobile application and website (together, the “Application”), made available by the Childhood Obesity Foundation (hereafter referred to as the “COFs”, “we”, “us” and “our”).

This Privacy Policy describes how we collect, use, disclose, manage and safeguard your personal information with respect to your use and interaction with the Application. For the purposes of this Privacy Policy, “personal information” means information about an identified or identifiable individual, excluding business contact information. “Personal health information” or “PHI” means information about an identifiable individual that relates to the individual’s physical or mental health.

By accessing or using the Application, you agree to the terms of this Privacy Policy. We may change certain parts of this Privacy Policy from time to time so you should check it periodically. If we make changes that are material, we will provide you with appropriate notice before such changes take effect, by posting a notification on the Application or sending you an email notification.

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1. PERSONAL INFORMATION COLLECTED

We will collect information from you when you access or use the Application, including when you register for an account (“Account”) and create a profile with us. We will also collect personal information that you provide to us in connection with the Application and in correspondence with us.

Registration and Profile Information

When you sign up for an Account and create a profile on the Application, we will collect certain information from you, including:

public display name

email address

Children’s Information

Children under the age of 13 (“Child” or “Children”) can use the Application with the consent of their parent or lawful guardian. A Child’s parent or lawful guardian must register the Child for an Account. As part of the registration process, we may ask the Child to provide certain information, including a parent or guardian’s email address. We may also ask the Child to confirm if they are under 13 years of age.

Personal Health Information

We may collect PHI from you when you access and use the Application, including, but not limited to, information about your health habits and nutrition.

Third Party Information

When you use the Application, we may collect information of third parties that you provide to us or authorize us to collect (“Third Party Data”). You are responsible for obtaining the necessary consent for the collection and use of Third Party Data and for the disclosure of this data to us.

Log and Website Information

We may automatically collect some information about your computer when you use the Application, including session data, computer operating system, and web browser software version. We may also collect information about your online activity in the Application, such as content viewed and pages visited, the frequency of your postings in the forums, or your progress in any game.

2. SAFEGUARDING YOUR PERSONAL INFORMATION

All collected personal information is stored in a Canadian cloud storage service using industry standard and organizational measures to prevent unauthorized or unlawful processing of personal data and accidental loss or destruction of, or damage to, personal data.

3. COOKIES AND OTHER TECHNOLOGIES

The Application, if accessed through a web browser, uses cookies for the following purposes:

(a) To help the Application recognize your browser as a previous visitor and save and remember any preferences that may have been set while your browser was visiting the Application.

(b) To help customize the content, website experience, and advertisements provided to you on the Application.

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- (c) To help measure and research the effectiveness of website features and offerings.
- (d) To identify the device you are using to access the Application.

4. USE OF PERSONAL INFORMATION

We use the information we collect about you for the following general purposes: for registration and to manage your Account, including to facilitate your access to and use of the Application; to communicate with you in general, including to provide information about the Application; to enable us to publish your reviews, forum posts, and other content to the Application; to respond to your questions and comments; to measure interest in and improve our products, services, and the Application; to otherwise customize your experience on the Application; to solicit information from you; to resolve disputes or troubleshoot problems; to prevent potentially prohibited or illegal activities; to enforce our Terms; and as otherwise described to you at the point of collection.

5. TRANSFER OF PERSONAL INFORMATION

We may transfer personal information to third party service providers, suppliers and subcontractors who assist us in providing and administering the Application. These third parties that process personal information on our behalf are contractually obligated to safeguard the information and only use the information provided to them for the purposes outlined in this Privacy Policy.

We may transfer personal information to a third party service provider outside of your jurisdiction of residence for storage and processing. In the event that your personal information is transferred abroad, the government, courts, law enforcement or regulatory agencies of that jurisdiction may be able to obtain disclosure of the data through the laws of that jurisdiction.

6. SHARING PERSONAL INFORMATION

We may share your information:

- With the appropriate government authorities where we have reasonable grounds to believe that there is a risk to the life, health or security of a user.
- In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.
- When we believe it is necessary to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of COF, our users, or others; and in connection with our Application Terms and other agreements.
- In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy. Your personal information will be used and disclosed solely for the purposes related to the transaction and any such transfer will require the receiving entity to store and process the information in full compliance with our Privacy Policy.
- With our research partners for research purposes after the information has been anonymized.

We will not share your personal information with any other third parties, except where you have given us express permission to do so.

Children's Information

We may disclose personal information about a Child to their parent or guardian if the Child discloses, or a moderator observes, activities that present a concern for the health or safety of the Child.

7. ACCESS TO YOUR PERSONAL INFORMATION

If you make a request, we will let you know what personal information we have about you, what it is being used for, and with whom it has been shared. We will provide you with access to your personal information that is in our possession, subject to certain exceptions, including information that is referenced to another individual's personal information that we cannot sever, or information subject to solicitor client privilege, or other legal restrictions that may prevent us from fulfilling your access request. You may contact COF's Privacy Officer at aim2besupport@childhoodobesityfoundation.ca to make a request. We will respond to your request within one month, free of charge, unless the volume or the complexity of the request requires a longer process. We will notify you if we require an extension and we may charge a reasonable fee to cover administrative costs. If we are able to fulfill your access request, you will receive access to a digital copy of your personal information which will be provided to you by email. If we are unable to fulfill your access request, we will inform you of the refusal and provide justification.

If you notice any inaccuracies or wish to update any part of your personal information, we will rectify the information as necessary. If we refuse the request, we will provide justification. We recognize the right of individuals to withdraw consent. This includes the right to withdraw consent after having provided consent. Please contact COF's Privacy Officer at aim2besupport@childhoodobesityfoundation.ca to withdraw consent.

8. DATA RETENTION

Personal information is retained only for as long as it is necessary for the purposes for which it was collected or transferred.

9. CHANGES TO PRIVACY INFORMATION

We may change this Privacy Policy in the future, and the changes will apply to all information we have about you. We will notify you of material changes to this Privacy Policy by either sending a notice to the email address you provided to us, or by placing a notice on the Application.

10. CONTACT

If you have questions about this Privacy Policy, please contact COF's Privacy Officer by Email at: aim2besupport@childhoodobesityfoundation.ca