



## Ambition Theory Privacy Policy (U.S.)

Last modified: May 2022

### Introduction

Ambition Theory, LLC ("**Company**" or "**we**") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the websites [www.ambitiontheory.ca](http://www.ambitiontheory.ca) or [www.ambitiontheory.com](http://www.ambitiontheory.com) (in either case or together, our "**Website**") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to those accessing our Website from within the United States. If you are accessing our Website from within Canada or the European Union, please access our Canadian/EU Privacy Policy **below**.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- [Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.<sup>[LPO1]</sup>]
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see **Changes to Our Privacy Policy**). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

### Children Under the Age of 16



Our Website is not intended for children under 16 years of age. No one under age 16 may provide any information to or on the Website. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website or through any of its features, register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca)<sup>[LPO2]</sup>.

### Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, social security number or any other identifier by which you may be contacted online or offline ("**personal information**");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.

### Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.



- Details of transactions you carry out through our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Website.
- Your search queries on the Website.

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Your User Contributions are posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

#### Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.



- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see [Choices About How We Use and Disclose Your Information](#).
- **Web Beacons.** Pages of our the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these 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. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

### How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account or subscription, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.



- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

### Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Ambition Theory, LLC's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Ambition Theory, LLC about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use<sup>[LPO3]</sup> or Terms and Conditions<sup>[LPO4]</sup> and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Ambition Theory, LLC, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### Choices About How We Use and Disclose Your Information



We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your web browser's cookie settings, visit the cookie settings page on your web browser's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request to [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca).
- **Promotional Offers from the Company.** If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca). If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending us an email stating your request to [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca)

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

California residents may have additional personal information rights and choices. Please see [Your California Privacy Rights](#) below for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca). However, please know we do not currently sell data triggering that statute's opt-out requirements.

[Your California Privacy Rights](#)



If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>.

### Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website like message boards. The information you share in public areas may be viewed by any user of the Website.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

### Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca).

## **Ambition Theory Privacy Policy (Canada and the EU)**

Last modified: May 2022

Ambition Theory, LLC and its subsidiaries and affiliates (collectively “**Ambition Theory**” or “**we**” or “**our**”) are committed to respecting your privacy. This Privacy Policy describes



how we collect, use, disclose, store and otherwise process information that may identify you as an individual (“**Personal Information**”) when you visit the websites [www.ambitiontheory.ca](http://www.ambitiontheory.ca) or [www.ambitiontheory.com](http://www.ambitiontheory.com) (in either case or together, our “**Website**”).

This policy applies only to those accessing our Website from within Canada or the European Union. If you are accessing our Website from within the United States, please access our U.S. Privacy Policy [above](#).

This policy applies to information we collect when you:

1. interact with or use our Website;
2. interact with us via email, text, or other electronic media;
3. register, attend or participate in any of our events, webinars, conferences or surveys (collectively “**Events**”); or
4. purchase or use any of our products and/or services.

In addition, this Policy states how you can control the collection, correction and/or deletion of your Personal Information. We will not use or share your information with anyone except as described in this Privacy Policy. We urge you to read this Privacy Policy so that you understand our commitment to you and your privacy, and how you can participate in that commitment.

By providing your Personal Information to Ambition Theory in the ways described in this Privacy Policy, you agree that you are authorized to provide that information and are accepting this Privacy Policy and any supplementary privacy statement that may be relevant to you. You have the right at any point to revoke consent and Ambition Theory will stop using and processing your Personal Information. If you do not agree to our practices, please do not use our Websites, register to or participate in one of our Events, or purchase or use any of our products or services.

#### General

This Privacy Policy is based on the Canadian Standards Association’s Model Code for the Protection of Personal Information (Can/CSA-Q830-96) and complies with the General Data Protection Regulation (GDPR) as set forth by the European Parliament on April 27, 2016 and which came into force on May 25, 2018. The regulation mandates that Ambition Theory protects the personal information and privacy of EU data subjects. If there is any conflict between the policies in this Privacy Policy and GDPR, the GDPR principles shall govern. Please note that for individuals located in Europe, the term Personal Information used in this policy is equivalent to the term “personal data” under applicable European and United Kingdom’s data protection laws.

What kind of Information do we collect and how do we use the information?

If you request information about our products, services, Websites, or Events, you may be asked to provide Personal Information. Personal Information refers to any information relating to an identified or identifiable natural person, such as an identification number, physical, physiological, mental, economic, cultural, or social



identifiers. Ambition Theory collects Personal Information about you in connection with many of our Websites, products, services or Events. When working with or using the Websites, you may be prompted to register for an account, and in doing so, Ambition Theory may ask you for Personal Information such as your name, contact details including mailing address, email address, username and password, or credit card information. In addition, you may be providing Personal Information when:

1. communicating with Ambition Theory via phone calls, chats, emails, web forms, social media, and other methods of communication,
2. subscribing to receive Ambition Theory's marketing and promotional content,
3. applying for a job, or
4. providing services to Ambition Theory.

We collect this information to provide you with products and services, such as to fulfill your requests for products or to help us personalize our offerings to you. In some cases, this involves sharing your information with third-party service providers for the purpose of fulfilling your order and providing you with the information, products or services you have requested. We also use your Personal Information to support our business functions, such as fraud prevention, marketing, and legal functions including but not limited to:

- Providing you with information, products, services and programs that we believe respond to your interests and needs;
- Answer your questions and address your concerns;
- Conduct an investigation into a suspected breach of contract, a violation of Ambition Theory's policies and procedures, or contravention of the law;
- Contact you in the unlikely event of a data security breach or legal proceeding, or contact you if we believe doing so is in your best interest; and
- Meet legal and regulatory requirements.

#### Website Usage Information

We may also collect Technical Information about you when you visit Ambition Theory Websites, which your web browser automatically sends whenever you visit a website on the internet. "Technical Information" is information that does not, by itself, identify a specific individual but which could be used to indirectly identify you. Our servers and analytic services (described below) automatically record this information, which may include your Internet Protocol ("IP") address (a number that is automatically assigned to your computer by your internet service provider), the address of the website you are coming from, the amount of time you spend visiting our website, the pages visited, how you interact with those pages, if you link to us through a search engine, the keywords you used to find our website, browser type, browser language, and the date and time of your request.



Gathering your information helps us track visits to the Ambition Theory's Websites, understand and evaluate the customer experience, improve the content and layout of our Websites and customize the web experience, ensure our Websites and other services work correctly, and support our customer analytic efforts. Ambition Theory will only attempt to link the logs to identifiable individuals if that is necessary for investigating a data security breach, a breach of contract, a violation of Ambition Theory's policies and procedures or a contravention of laws.

### Cookies

As is common practice with almost all professional websites, Ambition Theory's Websites use cookies, which are tiny files that are downloaded to your computer, to improve your experience. This section describes what information they gather, how we use it and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored, however this may downgrade or 'break' certain elements of the Ambition Theory's websites' functionality. The information below describes the cookies we use on the site and why we use them. If located in the European Union, by clicking "Accept" you explicitly agree to cookies being used while browsing the site. For detailed guidance explaining what cookies are and how to control or delete them, we recommend you visit [what cookies are](#) and [how to control or delete cookies](#)

### Required Cookies

These cookies are required for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information. The Websites may use cookies to keep track of logged in users. Additionally, we operate a cookie plugin which remembers the state of visitor acceptances to our cookie policy.

### Performance Cookies

We use Google Analytics to collect information about visitor behavior. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. As we sell products, it's important for us to understand statistics about how many of the visitors to our site actually make a purchase and as such this is the kind of data that these cookies will track. This is important to you as it means that we can accurately make business predictions that allow us to monitor our advertising and product costs to ensure the best possible price. This Analytics data is not tied to personally identifiable information. We do not collect or store your Personal Information in association with these cookies, e.g., your name or address, so this information cannot be used to identify who you are.



### [Read more about Google's position on privacy as regards its analytics service.](#)

Facebook Pixel allows us to track and monitor the success of our advertisements on Facebook and improve the effectiveness of advertisements by recording information such as the device you used to access our website and the actions you took while search through the Ambition Theory website. We may also use Facebook Pixel to create targeted advertisements and custom audiences for our advertisements on Facebook and our websites.

### [Personalization Cookies](#)

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

### [Other Tracking Technologies](#)

Log file information is automatically reported by your browser each time you access a web page. Our servers automatically record certain log file information which may include information such as your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the service, domain names, landing pages, pages viewed, and other such information.

Web Beacons/Clear GIFs Information: When you use the Website, we may employ clear GIFs (also known as web beacons) which are used to track the online usage patterns of our users anonymously. In addition, we may also use clear GIFs in HTML-based emails sent to our users to track which emails are opened by recipients. The information is used to enable more accurate reporting, improve the effectiveness of our marketing, and enhance the experience for our users.

Social Network Widgets: Our Website has buttons or icons provided by third-party social media providers (e.g., Facebook, Twitter, and LinkedIn) that allows you to interact with those social media services when you interact with our Website. Those social widgets may collect browsing data, including through cookies and similar technologies, which may be received by the third party that provided the widget, and are controlled by those third-parties. Please review the privacy policy and privacy settings of the applicable social media property before using such features on our Website.

### [How Can I Control Cookies?](#)

You have the right to decide whether to accept or reject cookies.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website though your access to some functionality may be restricted. To learn more about cookie controls in your browser, click the link for your browser below.

- [Firefox](#)
- [Chrome](#)



- [Internet Explorer](#)
- [Safari](#)

### Disabling Cookies

Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore, it is recommended that you do not disable cookies. If you disagree with the use of cookies, you have the following options:

- You can delete cookies after having visited the Website
- You can browse the Website using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" in Internet Explorer, "Private Browsing" in Firefox and Safari)
- You can set your browser's security controls so that all or certain cookies are blocked

### Cookies Policy Change

Periodically, we may update our Cookie Policy to reflect, for example, changes to the cookies we use or for other operational, legal, or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies.

### Disclosure of Personal Information to Third Parties and International transfers

The Personal Information you provide to Ambition Theory is never disclosed to third parties without your consent. We do not sell, rent or trade your Personal Information to other organizations or companies. When Personal Information is shared with others, it is only in ways that have been explained to you in advance for purposes consistent with this Privacy Policy or based on our legitimate interest. The limited exceptions to this rule are:

- Ambition Theory may share your Personal Information with third parties such as vendors, contractors and other service providers who we engage to perform tasks on our behalf or business affiliates who engage us to deliver services on their behalf. These parties only have access to such information as necessary to perform their functions.
- Ambition Theory may be required by law enforcement, government institutions, or judicial or regulatory authorities to provide information on individual users without notifying you.
- An investigation must be conducted into a suspected breach of contract, a violation of Ambition Theory's policies or procedures, or a contravention of the law.
- In the context of a data security breach or legal proceedings.
- Ambition Theory may also share your Personal Information with our subsidiaries and/or corporate affiliates to fulfil the purpose of collecting your Personal



Information or for other lawful grounds such as our legitimate interest. For example, the provision of services, sales, marketing and support. We take commercially reasonable steps to ensure that our subsidiaries and/or affiliates follow this Privacy Policy and applicable local law when handling Personal Information. This includes having in place proper Personal Information transfer safeguards such as EU Standard Contractual Clauses or other acceptable Personal Information transfer mechanisms as stipulated by the GDPR. To facilitate our global operations, Ambition Theory may transfer Personal Information from your home country to other Ambition Theory locations across the world. To protect your Personal Information, we will only transfer Personal Information to countries that provide an “adequate” level of Personal Information protection. If the Personal Information is transferred to countries without ‘adequate’ protection as determined by the European Commission, we will use additional safeguards as mentioned above to help ensure your Personal Information is protected.

#### Security Measures Taken to Protect Personal Information by Company

Security of all information is of the utmost importance for Ambition Theory. Ambition Theory uses commercially reasonable efforts to employ security safeguards such as technical, physical and organizational measures to protect the security of your Personal Information from unauthorized disclosure. We use current best-practice encryption algorithms to keep all Personal Information secure. Only Ambition Theory personnel and third parties, with a need to know, have access to Personal Information. Nevertheless, such security measures cannot prevent all loss, misuse or alteration of Personal Information and we are not responsible for any damages or liabilities relating to any such incidents to the fullest extent permitted by law. In the case of a data breach, we will make reasonable efforts to notify you without delay of any loss, misuse or alteration of Personal Information that may affect you. We will notify relevant regulatory bodies within seventy-two (72) hours of a breach or as otherwise mandated by applicable privacy laws.

We also require that our third-party service providers and business affiliates agree to keep confidential all Personal Information we share with them and to use the information only to perform their obligations in the agreements we have in place with them. These third-party service providers and business affiliates are expected to maintain privacy and security protections that are consistent with Ambition Theory’s privacy and information security policies.

#### Personal Information Retention and Storage

Except as otherwise permitted or required by applicable law or regulation, we will retain your Personal Information for as long as necessary to fulfill the purposes for which it is processed. Ambition Theory will also retain your Personal Information as reasonably



necessary to comply with our legal obligations, resolve disputes and enforce our agreements. We may also retain cached or archived copies of your Personal Information for a reasonable period of time. At any point in time, you can withdraw your consent and we will immediately stop processing your data.

Any Personal Information collected about EU data subjects via our Websites is processed either in Canada, Europe or United States of America by Ambition Theory or by a third party acting on our behalf. When you provide Personal Information to Ambition Theory, you consent to the processing of your information in the aforesaid jurisdictions. Our Websites are hosted in Europe, Canada & the United States of America.

### Your Rights

#### Right to Access, Update, Erase, Transmit or Receive a Copy of Your Personal Information

You have the right to access, update, delete or limit the use and disclosure of your Personal Information. If your Personal Information changes or is inaccurate, you have the right to request changes. Please notify us and we will update or correct your Personal Information. At any point in time, you can contact us to confirm if your Personal Information is still being processed and request access to it. If you desire to obtain or transfer your Personal Information, subject to identity verifications, we will provide you with your Personal Information in a structured and commonly used electronic format.

Except where exemptions apply, you have the right to request Ambition Theory to erase all of your Personal Information on a number of grounds, including but not limited to (i) if the Personal Information is no longer necessary for its original purpose and no new lawful purpose exists; or (ii) if the lawful basis to processing your Personal Information is your consent and you withdraw that consent.

If Ambition Theory receives a request, we will respond within thirty (30) calendar days of request receipt. If Ambition Theory requires more time, we will inform you of the reason and extension period in writing. Ambition Theory will take reasonable steps to verify the identity of the requester and may refuse the request if the identity cannot be confirmed. Where Ambition Theory has disclosed your Personal Information to third parties, as per this policy, and except where compliance would require disproportionate effort, Ambition Theory will notify those third parties of your request.

If you wish, at any time, to express your point of view, challenge an explanation of Personal Information use, access, update, delete, limit the use of your Personal Information, confirm that it is still being processed, or otherwise obtain further information, please contact [\*\*hello@ambitiontheory.ca\*\*](mailto:hello@ambitiontheory.ca).

#### Right to Restrict Processing

You have the right restrict the processing of your Personal Information at any time on multiple grounds such as to contest the accuracy of your Personal Information. This



right means we will refrain from using your Personal Information during the period for which this right is applied. If you wish to exercise this right or otherwise obtain further information, please contact [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca).

#### Right to Object

Where Ambition Theory is processing your Personal Information based on its legitimate interest and there are no overriding grounds to continue processing, such as to defend against legal claims, you have the right to object to your Personal Information being processed for, including but not limited to, profiling, direct marketing, scientific research, and statistics. If you wish to object, please contact [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca).

#### Changes to this Privacy Policy

In order to keep up with changing legislation and best practices, we may revise this Privacy Policy at any time. Any changes to this Privacy Policy will be posted here. Where required by applicable privacy law and there is a significant change to this Privacy Policy, we may alert you by placing a notice on our Websites. We encourage you to frequently check this page for any changes. We include the date this policy was last updated at the top of the page. You acknowledge and agree that you are responsible for periodically reviewing this Privacy Policy.

#### Questions and Contact information

The Chief Privacy Officer for Ambition Theory is Andrea Janzen, Managing Member of Ambition Theory. Ambition Theory takes full responsibility for the management and confidentiality of the Personal Information it collects through its Website, Events, products or services. By providing this Privacy Policy, Ambition Theory pledges its continued commitment to protecting the Personal Information you give us. We regularly review our online information handling practices to ensure that we are abiding by this Privacy Policy. If you believe Ambition Theory is not abiding by this Privacy Policy or have concerns about Ambition Theory's Personal Information handling practices please contact us at [hello@ambitiontheory.ca](mailto:hello@ambitiontheory.ca). Your concerns will be addressed promptly.