

Privacy Policy

SustainMobility is a non-profit social enterprise that is committed to fostering sustainable transportation solutions. SustainMobility proudly delivers a variety of programs and services including Smart Commute Mississauga, Smart Commute Pearson Airport Area, Smart Commute Brampton-Caledon, CycleLoan, and Active Switch.

SustainMobility respects confidentiality and the privacy of its online visitors. This Privacy Policy explains how SustainMobility collects, uses, and discloses the personal information you may provide while using its programs and services, or any other Websites, or Applications operated by SustainMobility, including any tools, event registration pages, web or mobile applications (i.e. TRAKiT & SMOBi), contest entries, as well as the electronic publications, newsletters, and announcements you have access to on the websites or applications. To make this privacy policy easier to read, the “Website” or “Websites”, our services, and “Mobile Application” are collectively called, the “Services”. By using the Services, you signify your consent to the collection, use, and disclosure of your personal information in accordance with this Policy. If you do not agree with this Policy, please leave the site now. If you do not accept and agree to be legally bound by and comply with this privacy policy, you are not permitted to access or use the Services.

SustainMobility values and respects your privacy, and is committed to protecting your personal information by keeping it confidential and secure. Our directors and employees are authorized to access personal information based only on their need to deal with the information for the reason(s) for which it was obtained. SustainMobility does not and will not disclose your personal information to other public bodies, individuals, or private organizations except as authorized by you or the relevant legislation.

SustainMobility may change, modify, add, or remove portions of the Services or the Privacy Policy at any time in its sole discretion and without notice. By using the Services you also agree to comply with all applicable laws and regulations as they may change from time to time. This Privacy Policy may be amended by SustainMobility from time to time, in its sole discretion, without notifying or being liable to you or any other person, by making an amended Privacy Policy accessible through the Services. Each time you use the Services, you consent to the collection, use and disclosure of your personal information by SustainMobility in accordance with the Privacy Policy as it then reads.

Defining Personal Information

Personal information is any information that can be used to distinguish, identify or contact a specific individual. Personal information submitted to the Services is kept strictly confidential. In all cases, any personal information provided by users are voluntary and information provided by users who register on



the Services are submitted at the user's discretion. Personal information provided by the user will not be forwarded, traded, or sold to outside organizations, unless otherwise specified in the Terms & Conditions. Business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, are not considered personal information. Information collected may include: your name, username, password, identifier, workplace, work/home mailing address, email address, year of birth, gender, weight, usual commute modes, and correspondence that is implicitly or explicitly of a private or confidential nature.

Where an individual uses his or her home contact information as contact information for any SustainMobility programs, services, contests or submissions, we consider that the contact information provided is business contact information and is not therefore subject to protection as personal information. Users who register for any purpose may request to be removed from our e-mail list or any other electronic distribution list at any time.

Purposes for the Collection of Personal Information

The information we collect is used in a few different ways. Most importantly, we use the information we collect to help track how you travel and its associated impact– the amount of greenhouse gasses saved, kilometers traveled, money saved, and calories burned.

SustainMobility may also use your personal information to contact you directly to communicate about our programs and services; to conduct promotional campaigns, including contests, draws, raffles, promotions and offers for third party products and services; to provide you with information on new or current products, services, or upcoming events, including third party events sponsored by SustainMobility; to conduct or administer rewards or loyalty programs; to further promote the Services; to respond to comments, questions, or complaints; or to conduct market research.

SustainMobility may from time to time provide your personal information to third parties that we work with to provide our products and services or who have a need to know the information for one of the reasons described above. This may include

circumstances where: aggregated data is provided to third parties for the purposes of planning, developing, implementing, marketing or promoting SustainMobility services, or for research, statistical, or planning services; disclosure is required or permitted by law or pursuant to a court order, or disclosure to a third party is reasonably required to facilitate the provision of our products or services.

Third parties include various organizations with whom we work to provide products, programs, and services to you, including contractors and other service providers, affiliates, municipalities, and government organizations. We will not transfer personal information to third parties unless they have agreed to comply with all applicable privacy standards.

If we require your personal information for any purpose(s) other than those set above, we will ask for and obtain your consent before using your personal information for such purpose.

Cookies

Some portions of our Services use cookies. A cookie is a technology that installs information on a website user's computer to permit the website to recognize future visits using that computer. Cookies are typically used to make it more convenient for users to navigate through websites. Many browsers may be set to notify you when you receive a cookie. You may choose to decline cookies if your browser permits.

Contests

SustainMobility may occasionally run contests or provide prize incentives that will require you to provide us with your personal information. You must read and agree to all the terms, conditions and rules that apply to that contest before entering it. By entering such contests from time to time, you acknowledge that you have read such rules as may apply, and agree to be bound by them.

Electronic Mailing List

SustainMobility offers several electronic mail to which you may voluntarily subscribe and unsubscribe at any time. By becoming a subscriber to our electronic mailing list, you consent to receive from us by email our e-newsletters and notifications regarding areas of interest that you indicated upon joining our mailing list.

Links to Other Sites

In an attempt to provide increased value to our visitors, SustainMobility may link to sites operated by third parties ("Linked Sites"). However, even if the third party is affiliated with SustainMobility, SustainMobility has no control over these Linked Sites, all of which have separate privacy and data collection practices, independent of SustainMobility. These Linked Sites are only for your convenience and therefore you access them at your own risk. SustainMobility assumes neither responsibility nor control over the content, security, accessibility, or accuracy of sites to which we may provide links. When leaving our site, please check the privacy policy and security certificates for the site you are visiting.

Services Data Tracking

SustainMobility maintains a statistic record of the Services usage and traffic. Analysis of this information reveals which pages are most often visited and the domains from which people visit the site. This



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www.sustainmobility.ca

information helps us serve you better and improve the usefulness of our site. No personal information is collected during this process.

Contact

If you have questions about the manner in which we collect your personal information, you may contact us at the information below.

SustainMobility

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