

Last Updated: March 23, 2017.

# Privacy Policy



verdant<sup>®</sup>  
save energy. it pays.

## PREAMBLE

PLEASE READ THIS PRIVACY POLICY CAREFULLY. CAPITALIZED WORDS OR EXPRESSIONS SHALL HAVE THE MEANING ASCRIBED TO THEM IN THIS PRIVACY POLICY. VERDANT<sup>®</sup> IS COMMITTED TO PROTECTING THE PRIVACY AND SECURITY OF ITS USERS BY MAINTAINING THE HIGHEST STANDARDS OF CONFIDENTIALITY AND SECURITY FOR ALL DATA COLLECTED FROM CUSTOMERS AS WELL AS SITE VISITORS, CUSTOMERS AND OTHERS USERS (“USERS”). BY USING, VISITING OR OTHERWISE ACCESSING THE WEBSITE OR THE SERVICES IN ANY WAY (INCLUDING BY VIEWING, DOWNLOADING OR UPLOADING ANY CONTENT OR MATERIAL MADE AVAILABLE VIA THE WEBSITE OR THE SERVICES OR BY BROWSING), YOU EXPRESSLY CONSENT TO THE COLLECTION, USE, DISCLOSURE AND PROCESSING OF INFORMATION, INCLUDING YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE TERMS OF THIS PRIVACY POLICY THAT YOU HEREBY ACKNOWLEDGE TO HAVE READ AND ACCEPTED. YOU MAY OPT OUT AT ANY TIME IN THE MANNER DESCRIBED IN THIS PRIVACY POLICY.

This Privacy Policy covers the collection, use and disclosure of information Verdant collects through its websites [www.verdant.info](http://www.verdant.info) and through usage data collected through Verdant’s platform and products on behalf of Customers who use the Services. The use of information collected through the Services shall be limited to the purpose of providing the Services for which the Customer has engaged Verdant, and other purposes as provided in this Privacy Policy, the Terms of Use or any other agreement between Verdant and You.

## 1. DEFINITIONS

Whenever used in this Privacy Policy, the following terms have the meaning ascribed to them below and all other terms not defined in this Section 1 shall have the meaning ascribed to them in this Privacy Policy:

**1.1. “Customer”** means Verdant’s customer to who Verdant licenses the Services, or the end-customers who utilise the Services.

**1.2. “Verdant”** means Verdant Environmental Technologies Inc., located at 1850 55th Ave, Lachine, QC H8T 3J5 Canada or any other successor location.

**1.3. “Privacy Policy”** shall mean this privacy policy which may be changed in accordance with its terms, as updated from time to time.

**1.4. “Customers”** means users or other customers who use, benefit from or subscribe to the Services either directly or through a relationship with a Customer.

**1.5. “Services”** means any products and services provided to Customers by Verdant or by any of its agent, reseller or partner.

**1.6. “Terms of Use”** » means the current online Terms of Use issued by Verdant which may be changed in accordance with its terms, a copy of which can be found at the URL location provided below (or any successor URL thereof) or any other location Verdant may make available to You, which is incorporated herein by reference and which You, on Your behalf and on behalf of the other Users, if any, hereby acknowledge having read and accepted in its entirety:

<http://www.verdant.info/TermsOfUse.html>

**1.7. “Website”** means verdant.info and any other website made available to You and Your Users and operated by Verdant or by its authorized third party hosting entity acting on behalf of Verdant, and any and all sub-domains thereof.

## 2. PRIVACY POLICIES OF THIRD PARTIES

Third party payment provider's and privacy statement of third parties (including, the Customers’), including security practices, may apply to Your information. Verdant encourages You to read those privacy statements before providing Your information.

## 3. INFORMATION COLLECTION & USE

### 3.1. Information Provided by You as User

You may be asked on any Website how You heard about Verdant, to provide contact information in exchange for access to white papers or other downloadable content on our Website. Verdant may use this information for sales and marketing purposes, to respond to Your inquiry, or correspond with You if necessary.

### 3.2. Information Provided by You

Verdant may collect and store information from and about You on behalf of our Customer whose services You used.

The services are owned and managed by our Customer. Our Customer is responsible for the data.

If You have any question, You may contact our Customer directly as Verdant is not responsible for their services.

Our Customers may have their own privacy policies that detail how said Customers handle Your personal information or other information. Verdant encourages You to read carefully any such policy and learn about the privacy practices of those third parties.

As between You and Verdant, Your submission of personal information is voluntary and optional. You may opt out of responding at any time. However, if You do respond, You consent to its provision to Verdant for the purpose of delivering the Services to our Customer.

### 3.3. Automatically Collected Information

Verdant gathers certain information automatically and stores it in log files. This information includes internet protocol (IP) addresses, the IP addresses, browser type, internet service provider (ISP), mobile carrier, mobile device, operating system, referring/exit pages, the URLs of sites from which an User arrives or leaves a website, date/time stamp, and clickstream data, as well as name, email addresses, mailing address, and phone number. Verdant uses this information to analyze trends, to monitor the effectiveness of marketing efforts, including which websites refer the most people to Verdant, to deliver Verdant or third party advertising, to administer the Website, to understand Your movements around the Website, and to improve the quality of the Services and Website performance, to aid solving technical problems, and to gather demographic information about Verdant’s user base as a whole.

Verdant uses “cookies” and other technologies to help personalize and improve Your online experience and the overall quality of the Services. A cookie is a small text file that is placed on Your computer’s hard drive or device by a web page server. Cookies cannot be used to run programs or deliver viruses to Your computer or device. Cookies are uniquely assigned to You and can only be read by a web server in the domain that issued the cookie to You.

Verdant may use a third-party tracking service that uses images, scripts, page tags (also known as web beacons) and other tracking technologies to track non-personal information about visitors to our Website in the aggregate. This data includes user statistics. Verdant will not request, access or otherwise track any location based information from Your mobile device.

In the course of serving advertisements or optimizing the Services, Verdant may allow authorized third parties to place or recognize a unique cookie on Your browser for the enhancement of Your user experience by providing more relevant advertising.

### 3.4. Information From Third Parties

Verdant may collect Your personal information from third parties when You authorize those third parties to share Your information with Verdant.

### 3.5. Information Related to Data Collected for our Customers

Verdant collects information under the direction of its Customers, and has no direct relationship with the individuals whose personal data it processes. If you are a customer of one of our Customers and would no longer like to be contacted by one of our Customers that use the Services, please contact the Customer that You interact with directly. Because Verdant is acting as the Customer’s agent, if You choose to opt-out of future emails, the opt-out will be Customer-specific, and does not apply to other emails sent by Verdant. Information collected in response to an email is handled in the same

manner as other website visitor data, as described in this Privacy Statement. Verdant may transfer personal information to companies that help Verdant provide the Services. Transfers to subsequent third parties are covered by this Privacy Policy and the service agreements with our Customers.

### 3.6. Other General Uses

Verdant may use Your information to provide Services to Customers, to establish or maintain business relationships or provide them feedback.

Verdant compiles data collected from its Services to produce benchmark reports for Customers as well as other interested parties. The information You provided is compiled and aggregated to create generic profiles of users being studied. Verdant's study process does not require Verdant to know nor to report the identity of any individual personally. Customers have the ability to export, share, or publish the data they collect. Verdant may also use Your information, as well as aggregated data Verdant collects to help analysis and to help Verdant provide and improve the Services.

Analytics tracking code is used to support Google Analytics for Display Advertising enabling Google Analytics to collect data about Your traffic via DoubleClick cookie (in addition to data collected through the standard Google Analytics implementation). The enabled features are a) Remarketing (a feature that allows Verdant to reach people who have previously visited our Website, and show them relevant ads when they visit other sites on the Google Display Network), b) Google Display Network Impression Reporting, c) DoubleClick Campaign Manager integration d) Demographics and Interest Reporting, and e) other related features which may be enabled from time to time.

Verdant has implemented and uses Remarketing with Google Analytics allowing Verdant to deliver a more personalized experience by displaying content specific advertisements to visitors that have previously visited Verdant website when those visitors go to other websites. Verdant uses data from Google's Interest-based advertising or 3rd-party audience data (such as age, gender, and interests) with Google Analytics allowing Verdant to understand user preferences, improve its websites, and other business purposes to better serve You.

Verdant and third-party vendors, including Google, use first-party cookies (such as Google Analytics cookie) and third-party cookies (such as DoubleClick cookie) together 1) to inform, optimize, and serve ads based on visitors past visits to Verdant website and/or 2) to report how Verdant ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits to Verdant's site. Third-party vendors, including Google, may show Verdant's ads on sites across the Internet.

Opt-Out or Change Preferences of Display Advertising and Remarketing:

Using the Ads Settings (<https://www.google.com/settings/ads>) (or any successor URL), you can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Preferences Manager, or you can permanently opt out of the DoubleClick cookie by installing the DoubleClick opt out extension. You can also prevent your data from being collected and used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on

(<https://tools.google.com/dlpage/gaoptout/>) (or any successor URL).

If You do not wish us to accept cookies, You may set your browser to refuse cookies, or notify you when you receive a cookie, giving you the chance to decide whether or not to accept it.

## 4. INFORMATION DISCLOSURE

Verdant takes the privacy of Users seriously, and does not sell, trade, or otherwise transfer to outside parties Your personal information, except in the following limited circumstances:

information You expressly consent to be shared;

when relating to anonymized information (individuals cannot be identified by it);

when You decide to make the information indexable by search engines, to share or to distribute the information to people or otherwise to make it available to the public;

to share the information Verdant collects on Customers' behalf with the Customer Verdant has collected the information on behalf of;

to satisfy any applicable law, regulation, legal process or enforceable governmental request within or outside Your country of residence when Verdant has a good faith belief that the law requires it;

to enforce this Privacy Policy, the Terms of Use, or a service agreement, including investigation of potential violations thereof;

to detect, prevent, or otherwise address fraud, security or technical issues, or protect the operations or Users;

to protect the rights, property or safety of Verdant, the users, the public, or others;

in connection with an acquisition, merger, change in control, debt financing, reorganization, sale of assets, bankruptcy or other change of Verdant's corporate structure or status; or

as necessary in connection with the performance of requested services or solutions, or as otherwise appropriate in connection with a legitimate need.

## 5. ACCESSING, CHANGING OR DELETING YOUR INFORMATION

You need to contact the Customer if You want to access, update, or delete Your information. Verdant cannot provide You with this access since this is the Customer's information. In other situations, Verdant will endeavor to fulfill requests to correct, update or delete Your information unless such information is required to be retained by law, for legitimate business, technical or security purposes (such as storage in backup media created as part of our routine system backup procedures, or if jeopardizing the privacy of others) or, as provided in this Privacy Policy. Verdant will retain personal data it processes on behalf of its Customers for as long as needed to provide Services to Customers. Verdant will retain this personal information as necessary to comply with its legal obligations, resolve disputes, and enforce its agreements.

## 6. CHILDREN

Verdant's Services and Website are not designed or intended for use

by children under 13 and Verdant does not intentionally or knowingly collect data from children under 13 or allow them to register. If You are under 18, You should use the Services or use any Website unless a parent or guardian is present. Children under 13 may not submit any information to Verdant, and if Verdant discovers that it has inadvertently gathered any such information for a child under 13, Verdant will take steps to delete any such information and close that account as soon as possible. Children over 13 should only provide Verdant with information if they have explicit permission from a parent or legal guardian. If Your child has submitted information, and You wish to review, change and/or delete such information as well as refuse to allow any further collection or use of the child's information, or if You have reason to believe that this has occurred involving a child under 13, please contact Verdant (See Contact Us Section).

## 7. BLOGS, FORUMS, TESTIMONIALS, SOCIAL MEDIA WIDGETS

If any Website offers publicly accessible blogs or community forums, You should be aware that any information You provide in these areas may be read, collected, and used by others who access them. To request removal of Your information from our blog or community forum, contact Verdant (See Contact Us section).

Verdant post testimonials on the Website that You may submit to Verdant from time to time. Verdant always request permission to post Your testimonial on the Website, and Verdant may use Your information to contact You for the purpose of requesting such permission.

The Website includes social media features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

## 8. SECURITY STATEMENT

Verdant takes the security of the data collected very seriously, however the Internet, not being a secured environment or any system being completely foolproof, Verdant does not warrant that information may not be accessed, copied, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards despite the security protections Verdant undertakes. Verdant uses secure server hosting locations with 24x7 security and monitoring, firewall protection, controlled access and encryption technology to protect Your data.

Verdant offers the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our PCI Compliant Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential. After a transaction, information such as credit cards numbers is not stored on our servers.

Verdant takes reasonable security measures to protect against loss and misuse, as well as unauthorized access, alteration, disclosure or destruction of personal information. These measures include

internal reviews of our data collection, storage and processing practices and security practices.

Verdant restricts access to personal information to Verdant employees, contractors and agents who need to know that information in order to operate, develop or improve the Services. Verdant takes reasonable efforts to ensure all parties comply with confidentiality obligations.

## 9. CHANGES

Verdant reserves the right to modify this Privacy Policy at any time, so please check for change notices on a regular basis. If Verdant decides to change its Privacy Policy in a material way, Verdant will notify You by means of a change notice on its Website so that You may access and review the changes to this document in advance of Your continued use of the Services or Verdant may, in its sole option, notify You by email of those changes before the change becoming effective. If You object to any changes, You may cancel, deactivate Your account, if any. If You do not cancel, deactivate Your account, if any, and by continuing to use the Services after notice of change has published on a Website or has been sent to You, You will be considered as having expressly consented to the changed terms or practices.

## 10. OPTING OUT OF COMMUNICATIONS

Except as expressly provided otherwise in this Privacy Policy, You and other Users have the right to opt out from receiving future communications in accordance with this Section, You can contact us (see Contact Us Section 13), or follow the unsubscribe instructions included in each promotional email, if any, sent to You by selecting the opt-out link in the email.

## 11. LINKS TO OTHER WEBSITE

The Website may contain links to other websites that are not owned or controlled by Verdant. Please be aware that Verdant cannot control the activities of third parties and Verdant doesn't accept any responsibility for the privacy practices of such other websites and such third parties may not adhere to the same privacy policies. Verdant encourages You to be aware when You leave the Website and to read the privacy policies of each and every website that collects personally identifiable information.

## 12. LEGAL DISCLAIMER

When requested by legal authorities to disclose personally identifiable information, Verdant will inform the court of various factors justifying confidentiality and Customer anonymity. However, Verdant may be required by law to disclose personally identifiable information where judicial or other governmental subpoenas, warrants, or orders are properly issued. Individuals' unsubscribe option in no way limits Verdant's use, disclosure or distribution of personally-identifiable information to the extent such use, disclosure or distribution is required by law, court order or other valid legal process. Verdant will communicate with the affected client as soon as possible, unless prohibited by law or court order.

## 13. GENERAL PROVISIONS

### 13.1. Notices

**Notice to Verdant:** Any notice provided to Verdant pursuant to this Privacy Policy should be sent to Verdant Environmental

Technologies Inc. 1850 55th Ave, Lachine, QC H8T 3J5, Canada,  
Attention: VP, Legal Affairs.

Notice to You: Verdant may, at its sole option, provide You with notices, including those regarding changes to this Privacy Policy, by email, regular mail, text message, postings on or within any of the Website.

### **13.2. Contact Us**

If You have questions related to this Privacy Policy, please email us at: [info@verdant.info](mailto:info@verdant.info), write or send Your fax at:

Verdant Environmental Technologies Inc.  
1850 55th Ave,  
Lachine, QC  
H8T 3J5  
Canada  
Fax: 1.514.313.5454  
Attn : VP, Legal Affairs