**Personalized Dementia Solutions Inc. - Privacy Policy**

**DISCLAIMER**

We do our best to keep this information current but there may be some inaccuracies or omissions contained herein. If you notice something that needs to be updated, please contact us at: info@DementiaSolutions.ca and let us know.

**Overview**

1. This Privacy Statement has been prepared by Personalized Dementia Solutions Inc., a private corporation in Canada, (herein known as “PDS.”, “we”, “us”, “our”) for their website and sets out the way PDS collects, discloses, uses, and otherwise manages personal information, including without limitation the website located at [www.DementiaSolutions.ca](http://www.DementiaSolutions.ca) .
2. PDS website herein known as the “website”, the “site”, or the “websites”.
3. The term “personal information” has the meaning attributed to it under Part I of the federal *Personal Information Protection and Electronic Documents Act* (“PIPEDA”). Where a province or territory has enacted legislation that is substantially similar to Part I of PIPEDA, such as Alberta’s *Personal Information Protection Act*, British Columbia’s *Personal Information Protection Act*, or Quebec’s *Act respecting the protection of personal information in the private sector*, and that statute has application to your personal information that PDS collects, stores, uses or discloses, then the term “personal information” has the meaning attributed to it in that legislation.
4. This Privacy Statement applies to any individual who corresponds with PDS, enters into a contest sponsored by PDS, or uses any products or services offered by PDS. It explains how personal information about you may be collected, used, or disclosed by PDS as a consequence of your activities on the PDS’ website and as a consequence of the operation by PDS of its various commercial activities.

**What Personal Information We Collect and Why We Collect It**

1. PDS may, from time to time, ask you to provide general information about yourself to assist in meeting your needs or to better understand the requirements, profiles and experience of website visitors. This information includes information that is collected if you choose to participate in a survey, if you ask to receive newsletters or ask to be kept updated about new developments or services offered by PDS, or if you contact PDS.

We also collect information about you during the signup process as well as during some basic activities such as when you make purchases, login to the website, or cancel your subscriptions with us.

1. You can visit this website without telling PDS who you are and without providing PDS with any information about yourself. However, certain anonymous information (“Anonymous Information”) may be collected by PDS automatically. For example, PDS’ Web servers may collect the IP address and the name of the Internet service provider (“ISP”) associated with the computer from which you accessed the website, the type and version of Web browser and operating system that you are using, and the address of the website that you visited prior to the PDS website. If your Web browser is configured to accept cookies, PDS may place either temporary cookies (only until you exit your current browser window) or permanent cookies (until you manually disable or delete the cookie using your browser software) on your computer. A “cookie” is a small piece of information that a PDS Web server automatically sends to your browser for storage on your computer, which then permits a PDS Web server to recall information about your preferences as a part of the Anonymous Information.
2. Marketing Communications: When you complete and submit a guest registration form, or otherwise sign-up to receive information regarding our related products and services, we collect your contact information such as your name, phone numbers, email address and sometimes your mailing address. We will use this information to send you communications based on your expressed interests by email, telephone or mail. You may opt-out of receiving all future marketing and promotional communications at any time by clicking on the unsubscribe link included in our email communications, or by [contacting us](https://dementiasolutions.ca/contact-4/).
3. Customer Service: Any time that you contact us with a question, comment or a complaint, you may be asked for information to help us identify you (such as your name, email and your telephone number) along with additional information we may need to help us promptly answer your question or respond to your question, comment or complaint. We may retain this information to assist you in the future and to improve our customer service and product and service offerings. We may additionally use personal information to establish and manage our relationship with you and provide quality customer service.

**What We Collect and Store**

When you subscribe with us through our website, **Memberpress** is the software that we use to store your personal information. When signing up, we'll ask you to provide your first name, last name and email address. For certain memberships we may ask a few other questions such as your past dementia education experience or if you are a professional or a family member.

We'll use this information for purposes, such as, to:

* Create your membership account with us
* Send you information about your account and subscriptions. This may include payment receipts, password reset emails, and payment reminders.
* Send you monthly newsletters with helpful dementia education or articles along with upcoming events or sales.
* Paying clients first name and last name along with payment amounts are entered into our bookkeeping software **Quickbooks** for bookkeeping requirements and tax filing.

Students who have signed up for a course/program and paid more than $100 are able to receive a T2202 tax form at the end of the calendar year, which allows them to utilize the Canadian Educational Tax Credit on their tax return. For this purpose, we require the student’s Social Insurance Number (SIN). After preparing and submitting the T2202 tax forms on the Government’s Website, all collected SIN numbers are deleted from our database.

**How Long We Retain Your Information**

We store information about you for as long as your account exists with us. Should you wish to have your information removed earlier, please contact us at: info@DementiaSolutions.ca

**Who on our team has access to your personal information**

Members of our team have access to the information you provide us. For example, our website Administrators can access:

Order information such as your membership subscriptions, payment dates and amounts, username/email address and when you last logged into your membership.

For students taking courses, we collect the answers you chose from each lesson as well as the date you completed each lesson. We also receive email alerts when students have completed each lesson and when each lesson’s quiz has been completed/passed.

Our bookkeeper and Accountant have access to our QuickBooks Accounting Software.

**What We Share with Others**

We will not under any circumstances disclose, rent, trade, sell or otherwise transfer your personal information without your consent, except as otherwise outlined herein.

Your personal information may be transferred (or otherwise made available) to our designated third parties or affiliates who provide services on our behalf and who help us provide additional contact services to you; such as **MailChimp** for our email campaigns; **Calendly** should you have signed up for a scheduled talk or consulting service and other third-party plugins for operating our **Wordpress** website such as **Memberpress** and **WP Courseware**.

Our service providers are given only the information they need to perform designated functions, and are not authorized under any circumstances to disclose personal information for their own marketing purposes.

**Payments**

All credit card transactions are completed using secure electronic encryption. Third party service providers are required to comply with privacy laws and principles comparable to PDS’. We accept payments through **PayPal** and **Stripe** on our website and occasionally use **Moneris** for over the phone payments. When processing payments, some of your personal information will be passed to these credit card processing gateways, including information required to process or support the payment, such as the purchase total amount and billing information.

 **Internet-Based Advertising, Information About Website and Cookies**

**Overview**

We and/or our service providers collect IP (Internet Protocol) addresses from all visitors to the website and other related information such as browser type, operating system, page requests and an average time spent visiting our website.

This information is only used to enable us to understand our website’s activity and to improve and monitor the website.

**Tracking Tags, Web Beacons and Cookies**

Our website uses a technology called ’web beacons’ and ‘tracking tags’. These systems allow us to understand which pages you frequent on our website. Tracer tags like these are utilized to help us learn how we can tailor and optimize our website for you and for other website visitors.

Our website utilizes a technology known as ‘cookies.’ Cookies are essentially pieces of data that sit on your hard drive so we can recognize you again when you return to our website.

We utilize cookies on the sections of our website in which you are prompted to log in or have boxes which are customizable. In the event that you have registered on our website, these cookies will allow us to identify who you are and which browser you are using and will allow us to recognize that you have previously visited the website and may be necessary to access your account information (which is automatically stored on our computers) in an effort to personalize services and deliver products.

Cookies provide us and our service providers with information pertaining to your utilization of our website (e.g. which sections of the website you have frequented) that will then be used to personalize our website in accordance with your designated interests and preferences.

Our website is not designed to respond to ‘do not track’ signals that are received from browsers.

**Analytics**

We may utilize services from a third party such as Google Analytics to aid us in obtaining and analyzing information about the sections of our website which you frequent. These third parties may use technologies as noted above including: web beacons, web server logs and cookies. This information will be used to improve and evaluate your customer experience and the simplicity and convenience of our website, in addition to aiding us in understanding the specific ways in which you use our site based on your website visits.

• Google Analytics - Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

• Facebook Advertisements - Facebook offers advertising that targets users based on designated audiences and specific objectives. Facebook collects this data based on provided and approved user parameters.

Alternatively, ads may target you based off of data from your browser through the utilization of algorithms. Facebook may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of ads by going to your Facebook profile, selecting settings, ad, and then making modification in the Ad settings (Ads based on data from partners) by selecting ‘Not Allowed.’

**Social Media**

Our website may provide you with the opportunity to engage with our content on or through third-party social networking sites, applications or plug-ins. When you engage with our content on or through third-party operated social networking websites, applications or plug-ins, you may allow us to have access to certain information that is associated with your social media accounts (Username, email, name) to deliver the content or as a part of the operation of the website, application or plug-in. When you provide information from your social media account, we may utilize this information to personalize your experience on our website and on the third-party social networking websites, applications or plug-ins and to provide you with other services or products you may request.

Our website may contain links to other sites that are not owned or operated by us, this includes social media websites. The links to our website may be featured on third party websites on which we advertise on. We will not under any circumstances provide any of your personal information to these third parties without your explicit consent. These links are provided to third party websites as a convenience to you as the website user. Links are not intended to act as an endorsement of or a referral to the linked sites. These linked sites have independent and separate privacy statements, terms of use and notices which we advise you to read very carefully. We do not have any control over these websites, and as such, have no liability or responsibility for the manner in which the organizations that operate these linked websites may use, disclose, collect, secure or otherwise treat your personal information.

**Retention and Safeguards**

We have applied reasonable administrative, technical and physical measures in an effort to protect the personal information in our custody and control against loss, theft and unauthorized access including the usage, modification and disclosure of said information. We restrict access to your personal information on a need-to-know basis to employees and authorized service providers who need access in order to fulfill their job requirements.

Your online access to your personal information may be protected with a password that you have selected. We strongly discourage you from disclosing or sharing your password with anyone. We will never prompt you for your password via any unsolicited communication (such as phone calls, emails or social media messaging systems).

Our personal information retention processes are meant to retain personal information of our clients for no longer than necessary for the purposes stated above or to otherwise adhere to legal requirements.

**Changes to the Privacy Policy**

This privacy policy may be updated periodically to reflect changes to our personal information practices in accordance with the law. We will post the updated Privacy Policy on our website. Your personal information will always be treated in accordance with the current Privacy Policy that is in place at the time your personal information was collected, unless you otherwise consent.

**If you have any questions about this Privacy Policy, please contact Personalized Dementia Solutions Inc**:

* By visiting this page on our website: <https://dementiasolutions.ca/contact/>
* By phone number: 1-888-502-1321
* By mail: 64578 Como Lake, Coquitlam, British Columbia V3J 7J7