

Privacy Policy

Thank you for visiting our website!

At Amplitude Venture (“**Amplitude**” or “**we**”), we understand that you want transparency regarding how we collect, use and disclose your personal information. This Privacy Policy contains information about this, and about your legal rights.

If you have any questions, concerns or inquiries regarding the collection, use or disclosure of your personal information, do not hesitate to reach out to us! You can e-mail us at info@amplitudevc.com, or reach us by mail at the following address:

Amplitude Ventures Inc.
3 Place Ville Marie
Office 12350
Montreal (Quebec) H3B 0E7
info@amplitudevc.com

1. When does this Privacy Policy apply?

This Privacy Policy applies in the following situations:

- If you navigate and use our website at <https://amplitudevc.com/>;
- If you navigate our social media pages or communicate with us through social media;
- When we send you e-mails or any types of communication to you, such as for raising private capital and informing you about (or regarding) innovation potential.

(Our “**Services**”)

This Privacy Policy applies to personal information. We consider that “**personal information**” means any information which allows us to identify you directly or indirectly, including “**cookies**” and other electronic data. A “**cookie**” is an information that a website puts on your computer’s hard disk so that the website can remember something about you at a later time. In this Privacy Policy, when we refer to “**cookies**” we include other technologies with similar purposes, such as pixels, tags, beacons. If you are looking for more information on cookies, you can refer to websites such as <http://www.cookiecentral.com/>, and <https://www.allaboutcookies.org/>. For more information about what we do with cookies, [click here](#).

This Privacy Policy is for transparency purposes and some of the data that we identify in this Privacy Policy as personal information may not be protected as personal information under applicable laws. For instance, business contact information is often excluded, and you may not have the same rights over such data.

2. When does this Privacy Policy not apply?

If you click-through to links to third parties’ websites, applications, or services from our Services, this Privacy Policy does not apply to the collection, use and disclosure of personal information by

these external services. It is always a good idea to read their privacy policies to understand what they do with your personal information!

If you are following our blog on Medium, this website is a third party, please refer to Medium's [privacy policy](#) for more information on how they handle your personal information.

3. What personal information do we collect about you, and why?

Our Services automatically collect electronic data and we have installed cookies that collect analytic data. If you interact with us on social media or otherwise, we will collect communication data. We also collect e-mails and other business contact information as part of our communications and business activities, such as for raising private capital. Keep reading below for more information. Please [click here](#) to learn more about how we use cookies.

Electronic Data

Electronic data is collected automatically when users navigate the Internet, and therefore, when you are using the Services. Electronic data may include information such as your device's Internet Protocol address (e.g., IP address), browser type, browser version, pages of our Services that you visit. Electronic data is collected because it is useful to provide you with the Service, such as to recognize your browser default language, to remember important information, to enhance security and for similar purposes.

Analytic Data

We collect analytic data through cookies, such as Google Analytics. This helps us to understand the traffic on our website and we cannot see what individual users are doing when using our Services. Analytic Data is collected to obtain information such as from where our visitors come to use our Services, when they open our e-mail communications and which pages are popular. We collect this information so that we can determine whether our e-mails are being automatically flagged as spam. We also use this information to determine whether we should follow up with you. For example, if you open an e-mail multiple times, we may detect that you are interested and send you a follow-up message.

Communication Data

If you communicate with us by e-mail, on social media or by any other means, we collect the personal information that you share with us, such as your e-mail address and the content of your communication so that we can respond. If you communicate with us using social media, we will have access to your publicly available information.

Business Contact Information

We collect business contact information such as e-mail addresses to send communications on potential opportunities and provide you with information on available investments or funds.

4. Why are you getting communications from us?

We send commercial electronic messages in accordance with the Canadian Anti-Spam Law (“CASL”) and we maintain a corporate program to ensure our compliance. We send such messages based on your implied consent if permitted under CASL, or with your explicit consent. You can unsubscribe at any time by using the unsubscribe mechanism in each e-mail or by writing to us at info@amplitudevc.com.

5. How do we use “cookies?”

We use essential, functional and analytics cookies, which are necessary to provide the functionalities within our Services. Please note that we do not conduct interest-based advertising and we do not use marketing cookies for retargeting purposes.

Type of cookie	Description
Essential	Essential cookies are necessary to operate the core functions of our Services. These include login cookies, session ID cookies, language cookies as well as security cookies.
Functional	Functional cookies are used to provide you with some functionalities and to remember preferences, consents and configurations.
Analytics	Analytics cookies are used to generate aggregated statistical data about traffic and behaviour of users when using our Services.

6. How do we use Google Analytics?

Amplitude uses Google Analytics to view key metrics such as how many visitors view the website, peak hours of traffic to get a report of our Services are doing, and in response to specific marketing campaigns or press. Google Analytics is Google’s analytical tool that helps us to understand how users engage with our Services. It uses a set of cookies to collect information and report site usage statistics without allowing us to identify individual visitors.

7. Do we share your personal information with third parties?

We do not sell personal information. We only share your personal information as required to achieve the purpose of the collection, or as set forth below.

- We share your personal information with service providers such as data hosting companies and e-mail distribution and tracking services.
- We share your personal information with analytic partners such as Google Analytics through cookies. For more information on how Google uses personal information, please consult their [privacy policy](#).
- We may disclose your personal information in connection with, or during negotiations of, any merger, sale of assets, financing, or acquisition of all or a portion of our business by another entity or investors.

Under certain circumstances, we may be required to disclose your personal information if required to do so by law or in response to licit requests by competent authorities. We only share personal

information for these reasons when we are legally required to do so, and after we made our own verifications.

We may disclose your personal information if we are required to do so by applicable legal requirements, such as to:

- comply with a legal obligation;
- protect our rights and defend ourselves in a lawsuit or other proceedings; and
- prevent or investigate possible wrongdoings in connection with the Service.

8. How can you manage your cookie preferences?

Browsers and devices have tools that allow you to control cookies; you can block them, ensure that you are notified when you are subject to cookies and control the cookies already stored on your device. However, if you block all of the cookies, you may not be able to access all the functionalities of the Service.

Depending on the browser that you are using, different instructions are applicable. Click on your browser to have more information:

- [Google Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Internet Explorer](#)

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>.

9. Where and for how long do we store your personal information?

We retain personal information for as long as necessary to provide you with the Services or as required by applicable laws, whichever is longer. We use both persistent and session cookies. Session cookies are deleted once you close your browser, whereas persistent cookies remain active on your device for some time. For instance, Google Analytics cookies remain installed on your device for two (2) years.

Your personal information may be collected, used and disclosed outside of Canada by our service providers, such as in the United States. These countries may have different laws protecting or granting access to your personal information.

10. How do we keep your personal information safe?

We protect your personal information by ensuring access on a need-to-know basis through access controls and appropriate authentication mechanisms. We also use service providers that have adequate information security practices for the sensitive of the personal information that we collect, use and disclose.

11. What are your rights regarding your personal information ?

The law provides you with some rights over your personal information. Your rights vary depending on the laws that apply to your situation, and the specific circumstances of the request. Some of the rights that may apply to you include the following rights:

- Right to access your personal information ; and
- Right to rectify your personal information if incorrect, incomplete, invalid or ambiguous.

If you want to exercise one of these rights and the situation allows for such exercise, we will help you without additional charges. However, if you request a transcription, reproduction or transmission of your personal information , we may have to charge a reasonable fee to process your request, subject to applicable laws. In this case, we will contact you about these charges before addressing your request.

For security reasons and to avoid any fraudulent request, we may be required to ask that you provide a proof of identity with your request. After the request has been handled, we will securely delete such personal information.

If your request is denied, we will notify you in writing, provide you with detailed motives and information on how to contest our decision. We will keep the relevant personal information until you have exhausted your options. In any event, we will respond to your request within thirty (30) days, unless agreed otherwise.

If you are located in Canada, note that the Office of the Privacy Commissioner of Canada drafted [this FAQ](#) to help you access your personal information when it is held by a business. You can also contact the Office of the Privacy Commissioner of Canada's Information Center:

Telephone

9:00 am to 4:00 pm EST
Toll-free: 1-800-282-1376

Mailing address

Office of the Privacy Commissioner
30 Victoria Street
Gatineau, Québec
K1A 1H3

You can also use this [online form](#).

If you have any issue with how we collect, use or disclose your personal information , or how we responded to your request, please let us know. We will do our best to improve our processes to make certain that it does not happen again. We will also provide you with additional information about our practices if you would like us to do so.

If you are still not satisfied, you can lodge a complaint to the Office of the Privacy Commissioner of Canada [using this online form](#), or to your local privacy regulators.

To exercise your right, you can simply reach out to us at info@amplitudevc.com.

12. Can we update this Privacy Policy?

We may update this Privacy Policy from time to time, please ensure that you review it whenever you use our Services. Below is the latest update date.

Last update: <November 1, 2020>