



Life's a conversation

Privacy Policy

Last Modified: November 28, 2018

Introduction

This privacy policy describes the types of information that the Aphasia Institute may collect from you or that you may provide when you visit any of our websites (including the participics.ca website and the aphasia.ca website) (each this “**Website**”) and our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies to information we collect: (i) on this Website; (ii) in e-mail, text and other correspondence with us; and (iii) when you purchase any products or services from us.

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. 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.

Information we Collect About You and How we Collect It

We may collect several types of information from and about users of our Website, including ParticiPics users, under our licensing program, including information:

- by which you may be personally identified, such as name, postal address, e-mail address, telephone number, payment information, nature of profession and any other identifier by which you may be contacted online or offline (“**personal information**”); and
- about your internet connection, the equipment you use to access our Website and usage details.

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, as well as information about your computer and internet connection, your IP address, operating system and browser type.

The information we collect automatically is statistical data and does not include personal information.

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.
- **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 Aphasia Institute, for example, to count users who have visited those pages or opened an e-mail 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 Tracking Technologies

Some content or applications on the Website, including any advertisements that may appear on the Website, may be 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.

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 the products or services that you order from us, as well as other information that you may request from us, and to process any payments made by you to us.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To use the email address provided to send User information and updates pertaining to the use of ParticiPics.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

If at any time the User would like to unsubscribe from receiving future emails, they may do so by contacting us via our Site.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Disclosure of Your Information

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

We will never share or disclose any personal information that we collect or you provide as described in this privacy policy except:

- To contractors, service providers and other third parties we use to support our operations and who are bound by strict contractual or other legal and binding obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To fulfill the purpose for which you provide it, such as to fulfillment of any purchase order
- For such purpose as is expressly disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law or legal process, including to respond to a government or regulatory request.
- To enforce or apply our terms of use, our terms of ParticiPics license, and other agreements, including for billing and collection purposes.

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Website and visiting your account profile page.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by e-mail to the primary e-mail address specified in your account or through a notice on the Website home page. The date on which 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 e-mail 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: **charrison@aphasia.ca**