



## PRIVACY POLICY

H<sub>2</sub>O Innovation Inc. (“**H<sub>2</sub>O Innovation**”) is committed to protect your privacy. H<sub>2</sub>O Innovation’s privacy policy (the “**Policy**”) is designed to help you understand how it collects, holds, uses and divulges the Information. By using the H<sub>2</sub>O Innovation’s website and/or services (collectively, the “**Services**”), by signing up to receive H<sub>2</sub>O Innovation electronic messages and/or other written communications (“**H<sub>2</sub>O Messages**”), or by consenting to the collection of your Information by H<sub>2</sub>O Innovation, you are accepting the practices described in this Policy.

In this Policy, “**you**” or “**your**” refers to the person using the Services.

### WHAT INFORMATION DOES H<sub>2</sub>O INNOVATION COLLECT, HOLD, USE AND DIVULGE?

Depending on your use of the Services, H<sub>2</sub>O Innovation may collect, hold, use and divulge to its affiliates or a third party, the Information that you knowingly choose to disclose and enter on any of the Services or that you otherwise allow H<sub>2</sub>O Innovation to access and that can be used to identify you.

#### Personal data

While using the Services, H<sub>2</sub>O Innovation may ask you to provide personally identifiable information that can be used to contact or identify you. Such information may include, but is not limited to:

- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Usage Data (as defined below)
- Identification number
- Location data
- Online identification, such as email address or social network profiles

(collectively, the “**Information**”)

#### Usage Data

Data collected automatically, either generated by the use of the Services or from the Services infrastructure itself (for example, the duration of a page visit) (“**Usage Data**”) is collected automatically when using the Services.

Usage Data may include information such as your device’s internet protocol address (e.g. IP address), browser type, browser version, the page of the Services that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Services by or through a mobile device, H<sub>2</sub>O Innovation may collect certain information automatically, including, but not limited to, the type of mobile device you use, your

mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

H<sub>2</sub>O Innovation may also collect information that your browser sends whenever you visit the Services or when you access the Services by or through a mobile device.

### Tracking Technologies and Cookies

A cookie is a small text file that is stored in a dedicated location on your computer, mobile device, tablet or other device when you use your browser to visit an online service. Other tracking technologies, such as web beacons, tracking pixels and mobile identifiers may be used for similar purposes. In this Policy, all of these tracking technologies are collectively referred to as “**Cookies**”.

H<sub>2</sub>O Innovation uses Cookies and similar tracking technologies to track the activity on the Services and store certain information. Tracking technologies used are beacons, tags and scripts to collect and track information and to improve and analyze the Services.

H<sub>2</sub>O Innovation uses essential Cookies which are required for optimum operation of the Services, and which cannot be configured or opted out. In particular, such essential Cookies are used to authenticate users of the Services, to remember users’ custom preferences, and to secure the Services against any attempted fraud.

H<sub>2</sub>O Innovation may also use non-essential Cookies in connection with the Services and H<sub>2</sub>O Messages. Such non-essential Cookies may be used to provide you with a tailored experience when visiting the Services, to analyze advertising conversion rates and monetization rates, to understand traffic patterns on the Services, to help measure and improve the effectiveness of H<sub>2</sub>O Messages and to determine whether such messages have been opened and links clicked on.

Non-essential Cookies can be managed and/or disabled through your browser’s cookie settings, mobile device’s advertising settings.

Any Information collected with Cookies by H<sub>2</sub>O Innovation or on its behalf are treated with the same level of confidentiality as any other Information held by H<sub>2</sub>O Innovation.

### **USE OF YOUR INFORMATION**

H<sub>2</sub>O Innovation generally uses your Information for the following purposes:

- provide and maintain the Services, including to monitor the usage of the Services;
- authenticate the users of the Services;
- manage your account;
- communicate with you;
- process payment for the Services that are provided by H<sub>2</sub>O Innovation, if applicable;
- manage your requests;
- for business transfers (we may use your Information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Information held by us about our users is among the assets transferred); and

- for other purposes, such as data analysis, and to evaluate and improve our Services and your experience;

(collectively, the “**Purposes**”).

The legal basis for using the Information for the Purposes is typically a contractual basis (i.e. to provide you with the Services) or because you have consented to such Purposes. However, H<sub>2</sub>O Innovation may also rely on other legal grounds, for example, where the processing is necessary for its legitimate interests or for compliance with legal obligations to which it is subject.

**H<sub>2</sub>O Innovation does not rent or sell any of your Information to third parties and will not share it with third parties without your consent, unless it is necessary to do so by law or for the Purposes as set forth in this Policy.**

You may at any time revoke your consent to the collection, use and storage of your Information by sending a request to that effect to the Privacy Officer (as defined below).

### **WHEN AND HOW DOES H<sub>2</sub>O INNOVATION SHARE YOUR INFORMATION WITH THIRD PARTIES?**

H<sub>2</sub>O Innovation may disclose your Information to its business partners to the extent such disclosure is required for the Purposes. H<sub>2</sub>O Innovation may use third parties to facilitate its business, such as payment processors, hosting services providers, contractors for sending out e-mail updates about H<sub>2</sub>O Innovation and/or the Services or for providing customer support services. In connection with these business operations, H<sub>2</sub>O Innovation's contractors and service providers may have access to your Information collected by H<sub>2</sub>O Innovation for use for a limited time in connection with these business activities. Where H<sub>2</sub>O Innovation utilizes third parties for the processing of any Information, H<sub>2</sub>O Innovation implements reasonable contractual and technical protections in order for such third parties to keep all Information they process strictly confidential. Please note that these third parties may be located in other countries where the laws on processing personal information can differ from the laws of your country of residence.

H<sub>2</sub>O Innovation may also disclose your Information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform with the law; (b) comply with the order of a competent judicial authority in any jurisdiction; (c) comply with legal process served on H<sub>2</sub>O Innovation; (d) protect and defend the rights or property of H<sub>2</sub>O Innovation; (e) enforce or verify your compliance with any part of the agreements that you enter into with H<sub>2</sub>O Innovation, if any; (f) prevent fraud or other illegal activity perpetrated through the Services; or (g) act in urgent circumstances to protect the personal safety of users of the Services or the public at large.

### **THIRD-PARTY SERVICES AND PLATFORMS**

The Services may contain links to other websites, applications or platforms. Please read the privacy policies of these third-party websites, applications or platforms that collect personally identifiable information in order to understand their privacy policies and data collection practices. This Policy applies solely to Information collected and processed by H<sub>2</sub>O Innovation or on its behalf.

### **HOW LONG WILL H<sub>2</sub>O INNOVATION KEEP YOUR INFORMATION?**

H<sub>2</sub>O Innovation will retain your Information only for as long as necessary to fulfill the Purposes for which it was collected, or to comply with applicable legal, tax, securities or regulatory

requirements. After such time, any Information held by H<sub>2</sub>O Innovation will be destroyed, deleted or made anonymous.

Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of the Services.

## **H<sub>2</sub>O INNOVATION MESSAGES**

If you have consented to receive such information, H<sub>2</sub>O Innovation may send H<sub>2</sub>O Messages to you about the Services. You may opt-out of receiving H<sub>2</sub>O Messages as set forth in the Section “Contact H<sub>2</sub>O Innovation about Privacy”. However, H<sub>2</sub>O Innovation may continue to send you H<sub>2</sub>O Messages to inform you about available upgrades or critical technical service issues relating to Services that you requested, or to provide you with important information on your account.

## **SECURITY INFORMATION**

H<sub>2</sub>O Innovation takes appropriate precautions to protect your Information. H<sub>2</sub>O Innovation uses physical, electronic, and procedural safeguards that comply with applicable regulations to protect your Information.

## **ONLINE ADVERTISING**

H<sub>2</sub>O Innovation may collect and use certain of your Information, in some cases, to provide advertisements that are likely to be of interest to you. Such information may include Information collected with non-essential Cookies as set forth above in the Section “What Information Does H<sub>2</sub>O Innovation Collect, Hold, Use and Divulge?”.

## **CHANGES TO H<sub>2</sub>O INNOVATION’S PRIVACY POLICY**

H<sub>2</sub>O Innovation frequently revises this Policy to keep it up to date with applicable legislation. Updated notices may be used to alert users to recent changes and to the date of the last update, but the posting of the revised Policy on the website shall be considered sufficient notice to you. Unless stated otherwise, this Policy applies to all Information that H<sub>2</sub>O Innovation has about you.

## **FAILURE TO COMPLY**

You may file a complaint with a competent authority at any time if you believe that H<sub>2</sub>O Innovation is not processing your Information in a manner that is compliant with this Policy or with the applicable laws.

## **STORAGE AND INTERNATIONAL TRANSFERS OF YOUR INFORMATION**

By using the Services, you are consenting to have your Information transferred to and processed in Canada (outside Quebec), the United States and/or Europe. Your Information will be held by H<sub>2</sub>O Innovation in Canada, the United States and/or Europe in accordance with the applicable data protection laws and regulations. H<sub>2</sub>O Innovation may also subcontract processing to, or share your Information with third parties located in other countries, including countries other than your home country. In such case, H<sub>2</sub>O Innovation will ensure that your Information is adequately protected by appropriate technical, organizational, contractual or other lawful means.

If you would like to obtain more information on these security measures, please contact the Privacy Officer.

## CONTACT H<sub>2</sub>O INNOVATION ABOUT PRIVACY

If you have questions about the privacy aspects of the Services, would like to know more about H<sub>2</sub>O Innovation's legitimate interests, would like to make a complaint, to withdraw your consent (if any), to object to the use of your Information by H<sub>2</sub>O Innovation, to request access to the Information H<sub>2</sub>O Innovation holds about you, to modify, delete or correct such Information, if you wish that H<sub>2</sub>O Innovation discontinues or limits the use of your Information, or if you wish to receive a copy of all Information that H<sub>2</sub>O Innovation has about you in a structured, commonly used and machine-readable format, please contact the personal information protection officer (the "**Privacy Officer**"):

If you reside in Canada, USA or Europe:

- Laetitia Ouedraogo, Legal Counsel
- 330 Saint-Vallier East, Suite 340, Québec (Québec), Canada G1K 9C5,
- Tel : +1418-688-0170
- Email : [privacy@h2oinnovation.com](mailto:privacy@h2oinnovation.com)

If you reside in the United Kingdom:

- Joanne Darton, Logistics & Customer Service Manager
- Address: 3A Aston Way, Middlewich, Cheshire CW10 0HS
- Tel: +44 (0)1606 837 605
- Email: [privacy@h2oinnovation.com](mailto:privacy@h2oinnovation.com)

When making a complaint, please provide the following information:

- Your name and contact details
- If you are contacting us on a complainant's behalf, the name of the complainant and your role or authority to act on their behalf.
- If the complainant is an H<sub>2</sub>O Innovation's client, the nature of the engagement with H<sub>2</sub>O Innovation.
- The regular contact person within H<sub>2</sub>O Innovation
- Details of the complaint (including when the conduct giving rise to the complaint occurred).
- Details of the H<sub>2</sub>O Innovation's employee involved (if applicable).
- Copies of any documentation supporting the complaint.

H<sub>2</sub>O Innovation Inc. is the data controller for the purposes of the personal data processed under this Policy.

Dated: November 10, 2022.