



## **PRIVACY POLICY**

Effective Date: May 1, 2025

Platform: ProFound (the "Platform")

Company: PROFOUND PROFESSIONAL INC., operating in Canada

### **1. Introduction**

ProFound connects clients with independent sports coaches specializing in mountain biking, skiing, and snowboarding and other sport activities. Your privacy is important to us and we are committed to protecting it by complying with this Privacy Policy (the "Policy") and the applicable privacy laws in British Columbia and Canada. This Policy explains how we collect, use, and protect your information when you use the Platform.

We will only use your personal information in accordance with this Policy unless otherwise required by law. We take steps to ensure that the personal information that we collect about you is adequate, relevant, not excessive and used for limited purposes.

Personal information is information about an identifiable individual which includes information that can be used on its own or with other information to identify, contact or locate a single person.

Please read this Policy carefully to understand our policies and practices for collecting, processing and storing your personal information. By accessing or using the Platform you indicate that you understand, accept and consent to the practices described in this Policy. This Policy may change from time to time. We will notify you of any changes by email or by posting the new policy on the Platform. Your continued use of the Platform after we make changes to our privacy policy indicates that you consent to those changes, so you are encouraged to check the Policy on the Platform periodically for updates.

## 2. Who We Are

We operate as a marketplace platform. Coaches listed on ProFound are independent contractors and not employees. Your personal information may be shared with coaches solely for booking and service delivery purposes. Coaches are contractually obligated to keep personal information confidential and use it only for the purposes which we disclose it to them. [NTD: contractor coaches will likely be contractually obligated within their contractor agreements with ProFound to keep information they receive about clients confidential]

## 3. Information We Collect

We collect the following personal information from and about you:

### For All Users (Clients & Coaches):

- Name
- Email address
- Phone number
- Mailing address and billing address
- Stripe transaction information (we do **not** store credit card numbers)

### For Coaches:

- Images of government-issued ID
- First aid certifications
- Sport-specific certifications
- Profile images and bios

We may collect the following information about your interaction with our services and the Platform:

### Automatically Collected:

- IP address
- Browser/device info
- Usage logs (pages visited, interactions, etc.)

## 4. How We Use Your Information

We use information that we collect about you to operate the Platform and provide you with our services, including:

- To create and manage your account
- To verify coach credentials
- To connect clients with appropriate coaches
- To process bookings and payments
- To improve and secure our services and the Platform
- To communicate with you (service updates, confirmations, legal updates, etc.)
- To respond to legally binding requests from law enforcement, regulatory authorities or other third parties
- For any other purposes described in this Policy

## 5. Sharing of Information

We do **not** sell your personal information.

**We may share limited personal information that we collect or you provide as described in this Policy:**

- With coaches for confirmed bookings
- With third-party service providers necessary for platform functionality including but not limited to payment processors for billing purposes and who are required to only use your information for purposes that have been specifically authorized by us prior to disclosure
- When required by law or to protect our legal rights

By providing your personal information or engaging with the Platform, you consent to this disclosure.

## 6. Data Storage Security & Retention

The security of your personal information is important to us. We store your personal information using online cloud providers and use appropriate technical, administrative and physical safeguards to protect your personal information from loss, misuse or alteration:

- Personal information is stored securely with appropriate safeguards
- Access is limited to authorized personnel only
- Access is only provided through a secure trustless api

Although we take reasonable steps and have safeguards in place to protect your personal information, we cannot guarantee absolute security of your personal information. You understand and agree that any transmission of personal information is at your own risk.

Except as otherwise permitted by law, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. Once your personal information is no longer required to fulfil the purposes outlined in this Policy, we take proper measures to destroy, erase or anonymize it in a manner that continues to maintain your privacy.

## **7. Your Rights**

You have the right to:

- Access and review the personal information we collect and hold about you
- Update or correct your personal information that is inaccurate, incomplete or outdated
- Request deletion of your personal information (subject to legal or contractual obligations)
- Withdraw your consent to collect and use your personal information by contacting our Privacy Officer using the contact information below. Please note that should you choose to withdraw your consent we may not be able to provide you with our services

## **8. Cookies & Tracking**

As you navigate through and interact with the Platform we may use automatic data collection technologies such as cookies and tracking to enhance your experience including to:

- Keep you logged in
- Track session behavior (for analytics and performance)

If you do not want information to be collected through the use of cookies, the onus is on you to turn off this feature in your browser. However, you should note that disabling cookies may affect the functionality of the Platform.

## 9. Third-Party Services

We use:

- **Stripe** for payment processing. Please note that Stripe has its own privacy policy and we are not responsible for its privacy policies and practices. We encourage you to read the privacy policy of Stripe: ([Stripe Privacy Policy](#))

## 10. Children's Privacy

The Platform is not intended for users under the age of 16. We do not knowingly collect personal information from individuals who are under 16 years of age. If you believe we may have collected the personal information of a minor without parental or guardian authorization, please contact us.


## 11. International Users

If you access the Platform from outside Canada, you agree and understand that your information may be transferred and stored in Canada or other jurisdictions. While we undertake measures to protect your personal information when it is stored and/or processed in other jurisdictions, the laws of other countries may not provide the degree of protection for personal information that is available in Canada. If your personal information is transferred outside of Canada, the governments, courts, law enforcement agencies and regulatory agencies of that jurisdiction may be able to obtain access to your personal information.

## 12. Contact Us

If you have any questions, comments or concerns about this Policy or our information collections practices, please contact us at:

Attention: Privacy Officer, ProFound

Email:  [info@profoundpros.com](mailto:info@profoundpros.com)