

## DRIVING FORCE Vehicle Rentals Sales & Leasing (Privacy Policy Page)

### Privacy Policy

The Driving Force Inc., and our affiliates and subsidiaries (“Company” or “We”) are committed to protecting your information and privacy.

This Privacy Policy describes:

- How we collect, use, disclose and protect the personal information of our website users (“you”).
- Describes the type of information we may collect from you or that you may provide when you visit the website <https://www.drivingforce.ca/> (our “Website”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

Privacy laws in Canada generally define “personal information” as any 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. Personal information does not include business contact information, including your name, title, or business contact information.

This policy applies to information we collect, use, or disclose about you on this Website and in email and other electronic messages, including fillable website forms, between you and this Website.

Please read this policy carefully to understand our policies and practices for collecting, using, disclosing and storing your information. If you do not agree with our policies and practices, your choice is to not use our Website. By accessing or using this Website, you indicate that you understand, accept, and consent to the practices described in this policy. This policy may change from time to time. Your continued use of this Website after we make changes indicates you accept and consent to those changes, so please check this policy periodically for updates.

#### **INFORMATION WE COLLECT ABOUT YOU**

We collect and use several types of information about you, including:

- Personal information: Your name, phone number, mailing address and email address. We also collect the Internet Protocol (IP) used to connect your computer to the internet.
- Technical information and non-personal details about your Website interactions, including your browser type, time-zone setting, operating platform, clickstream to, through and from our Website, lengths of visits on our website and page interaction information.

#### **HOW WE COLLECT INFORMATION ABOUT YOU**

- Direct interactions with you when you provide information to us, for example, filling in forms or surveys on the Website, or corresponding with us through the Website, by phone, email or otherwise. This includes when you provide us with your name, phone number, email address and company name on the fillable forms on the Website and in communications with us. It also includes information we may request that will enable you to use the customer login portal on the Website, such as your name, phone number, mailing address, email address and company name.

- Automated technologies, for example, as you navigate through our Website, information may collect automatically including usage details, IP addresses, information collected through log files, cookies, DART cookies, and web beacons.
  - **Log Files:** The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the Website, and gathering demographic information.
  - **Cookies and Web Beacons:** A cookie is a small file placed on the hard drive of your computer. Cookies are used to store information including visitors' preferences, and the pages on the Website that the visitor accessed or visited. The information is used to optimize the users' experience by customizing our Website content based on visitors' browser type and/or other information. You can choose to disable cookies through your individual browser options. To learn more detailed information about cookie management with specific web browsers, please look at your browsers' respective websites.
  - **Google Double-Click Dart Cookie:** Google is a third-party vendor on our Website. This third-party uses cookies, known as DART cookies, to serve ads to our Website visitors based upon their visit to our Website and other sites on the internet. Google may collect information associated with your personal information or they may collect your personal information, including your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content. Visitors may choose to decline the use of DART cookies by visiting the Google ad and content network Privacy Policy at the following URL: <https://policies.google.com/technologies/ads>. If you have any questions about an advertisement or other targeted content, you should contact Google at the link provided above.

## **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 information, products, or services that you request from us (including access to the customer log-in portal)
- To fulfill the purposes for which you provided the information or that were described when it was collected, or any other purpose for which you provide it.
- To provide you notices about the customer log-in portal.
- To carry out our obligations and enforce any rights arising from contracts with you.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To improve our Website, products and services, marketing thereof, customer relationships and experiences, and analyze Website trends.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own, and our affiliates, goods and services that may be of interest to you, as permitted by law. If you do not want us to use your

information in this way, you can use the unsubscribe mechanism at the bottom of our e-mails to opt-out, or you can contact our privacy officer at the email address provided below.

We may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous data for any legitimate business purpose without further notice to you or your consent. For example, without limiting the foregoing, we may use anonymized data for research and marketing purposes, to analyze and make changes to our Website, and analyze our product offerings and services.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our affiliates and subsidiaries.
- In accordance with applicable law, to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Alata Tech Inc.'s assets, including, for example, as a going concern or part of a bankruptcy, liquidation or similar proceeding, in which personal information held by Alata Tech Inc. about our customers and users is among the assets transferred.
- To contractors, service providers, and other third parties we use to support our business (such as our website design provider, marketing provider, and IT, that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards out in this policy.
- To fulfill the purposes for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request, in accordance with applicable law
- To enforce or apply our terms of use on our Website, or other agreements we have with you.

## **TRANSFERRING YOUR PERSONAL INFORMATION**

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we provide it to them, and to process the personal information with the same standards set out in this policy.

We may process, store, and transfer your personal information in and to a foreign country, with different privacy laws. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country. Whenever we engage a service provider, we require that

its privacy and security standards adhere to this policy and applicable Canadian privacy legislation.

By submitting your personal information or engaging with the Website, you consent to this transfer, storage, or processing.

## **YOUR CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION**

We strive to provide you choices regarding the personal information you provide to us. Here are some mechanisms to provide you with the following control over your information:

- For tracking technologies and advertising, you can review your browser settings about cookies.
- For marketing and promotional communications from the Company, if you have opted-in to receive these, you can opt-out by clicking the unsubscribe mechanism on the email you received or by contacting our Privacy Officer via email.

## **THIRD-PARTY ADS, WEBSITES AND PRIVACY POLICIES**

This Website may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you.

Third-party ad servers or ad networks use technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on our Website which are sent directly to users' browsers. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on websites that you visit.

If you follow a link to a third-party website or engage a third-party plugin, please note that these third-parties have their own privacy policies and we do not accept any responsibility or liability for these policies. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

## **DATA SECURITY**

The security of your personal information is very important to us. We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website (such as the customer log-in portal), you are responsible for keeping this password confidential. We ask you not to share your password with anyone. Unfortunately, the transmission of information via the Internet is not completely secure.

Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

## **DATA RETENTION**

Except as otherwise permitted or required by applicable law or regulation, 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.

### **CHILDREN'S INFORMATION**

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Our Website is not intended for children under 18 years of age. No one under age 18 shall provide any personal information to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website, nor provide your personal information to us on the fillable forms. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will make best efforts to delete that information. If you believe we have information from or about a child under 18, please contact our Privacy Officer.

### **ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION**

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes. By law you have the right to request access to and to correct the personal information that we hold about you.

If you want to review, verify, correct, or withdraw consent to the use of your personal information you may also send us an email at our Privacy's Officer's email address to request access to or correct any personal information you have provided to us, subject to legal or contractual limitations. If you have a customer log-in portal, you may be able to make changes in the portal as well. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

If you are concerned about our response to your request or would like to correct the information provided, you may contact our Privacy Officer at the email address provided below.

### **WITHDRAWING YOUR CONSENT**

Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to withdraw your consent under certain circumstances. To withdraw your consent, if applicable, contact our Privacy Officer. Please note that if you withdraw your consent we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

### **CHANGES TO OUR PRIVACY POLICY**

It is our policy to post any changes we make to our privacy policy on this page. We include the date the privacy policy was last revised at the bottom of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

## **CONTACT INFORMATION AND CHALLENGING COMPLIANCE**

We welcome your questions, comments, and requests regarding this privacy policy and our privacy practices. Please contact us at:

Privacy Officer  
TDF Group Inc.  
17631 103 Ave NW, Edmonton, AB T5S 1N8  
[privacy@drivingforce.ca](mailto:privacy@drivingforce.ca)

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