



# **UNDERSTAND FINANCING LTD. PRIVACY POLICY**

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At Understand Financing, we respect your privacy. We want to ensure that you get the information, content, and experiences that matter most to you. Understand Financing is committed to protecting the privacy of its customers, brokers, and other partners.

## **SCOPE**

This privacy policy applies to all personal data processed by full-time and part-time employees, volunteers when acting on behalf of Understand Financing, contractors and partners doing business on behalf of Understand Financing, as well as all legal entities, all operating locations in all countries, and all business processes conducted by Understand Financing.

## **INFORMATION COLLECTED**

### **What information do we collect?**

Understand Financing may collect/retain the following personal or business data in line with the use purposes explained in a subsequent sections:

- Your name and contact details
- Date of birth
- Business Address and Data
- Copies of identification documents
- Communication information including Understand Financing Online Support and Contact Center communications
- Cookies
- Authentication data
- Other information you upload or provide to us

### **How do we use your information?**

Understand Financing uses (and, where specified, shares) your personal information for the following purposes:

**To process loan applications.** Understand Financing uses personal information such as name, physical address, telephone number, email address, and company/institution to engage in interactions with you, including contacting you about your financial application. We use your financial information such as credit card and mortgage application to review and may need to share some of this information with our network partners, credit bureaus, and other third parties to complete the transaction.

**To provide support or other services.** Understand Financing may use your personal information to provide you with support or other services that you have ordered or requested. Understand Financing may also use your personal information to respond directly to your requests for information, including registrations for newsletters, webinars, or other specific requests, or pass your contact information to the appropriate Understand Financing contractor or partner for further follow-up related to your interests.

**To provide information based on your needs and respond to your requests.** Understand Financing may use your personal information to provide you with notices of new product releases and service agreement developments.

**To administer products.** Understand Financing may contact you if you purchase products to confirm certain information about your order (for example, that you did not experience problems in the application process). We may also use this information to confirm compliance with licensing and other terms of use and may share it with your company/institution.

**To select content, improve quality, and facilitate use of the websites.** Understand Financing may use your personal information, including the information gathered as a result of site navigation and electronic protocols and cookies (including third-party cookies), to help create and personalize website content, improve website quality, track marketing campaign responsiveness, evaluate page response rates, conduct usability testing, and facilitate your use of the websites (for example, to facilitate navigation and the login process, avoid duplicate data entry, enhance security, keep track of shopping cart additions, and preserve order information between sessions).

**To engage with third parties.** Understand Financing may share your personal data with third parties in connection with services that these individuals or entities perform for or with Understand Financing. These third parties are restricted from using this data in any way other than to provide services for Understand Financing or for the collaboration in which they and Understand Financing are contractually engaged (for example, hosting an Understand Financing database or engaging in data processing on Understand Financing's behalf, or mailing you information that you requested). These third parties are carefully selected by Understand Financing and obligated to keep your data secure. From time to time,

we may also share your information with third parties whom we think might provide content, products, or services of interest to you.

**To protect Understand Financing content and services.** We may use your information to prevent potentially illegal activities and to enforce our terms and conditions. We also use a variety of technological systems to detect and address anomalous activity and to screen content to prevent abuse, such as spam. These efforts may, on occasion, result in a temporary or permanent suspension or termination of some functions for some users.

**To get feedback or input from you.** In order to deliver products and services of most interest to our customers, from time to time, we may ask members, customers, volunteers, and website visitors to provide us input and feedback (for example through surveys, usability studies, focus groups).

**To protect Understand Financing information assets as well as your own personal data.** Understand Financing protects the confidentiality, integrity, and availability of Understand Financing information assets by following a risk management approach based on policies, standards, guidelines, and procedures to meet security objectives while supporting business and operational goals.

#### **Personal data about minors and children**

Understand Financing does not knowingly collect data from or about children under 16 without the permission of parent(s)/guardian(s). If we learn that we have collected personal information from a child under 16, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under age 16, please contact us.

#### **How will you know if the Privacy Policy is changed?**

Understand Financing may update its Privacy Policy from time to time. If we make any material changes we will notify you by email if you have an Understand Financing Account, or by means of a notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## **TECHNICAL AND REGULATORY INFORMATION**

### **Logging practices**

Understand Financing automatically records the Internet Protocol (IP) addresses of visitors. The IP address is a unique number assigned to every computer on the internet. Generally, an IP address changes each time you connect to the internet (it is a "dynamic" address). Note, however, that if you

have a broadband connection, depending on your individual circumstance, the IP address that we collect may contain information that could be deemed identifiable. This is because, with some broadband connections, your IP address doesn't change (it is "static") and could be associated with your personal computer.

As well as recording the IP addresses of users, Understand Financing may also keep track of sites that users visited immediately prior to visiting Understand Financing 's website and the search terms they used to find it. We keep track of the pages visited on Understand Financing 's website, the amount of time spent on those pages and the types of searches done on them. Your searches remain confidential and anonymous. Understand Financing uses this information only for statistical purposes to find out which pages users find most useful and to improve the website.

Understand Financing also captures and stores information that you transmit. This may include:

- Browser/Device type/version
- Operating system used
- Media Access Control (MAC) address
- Date and time of the server request
- Volume of data transferred

#### **External links behaviour**

Some of Understand Financing 's websites link to other sites created and maintained by other public-and/or private-sector organizations. Understand Financing provides these links solely for your information and convenience. When you transfer to an outside website, you are leaving Understand Financing domain, and Understand Financing 's information management policies no longer apply. Understand Financing encourages you to read the privacy statement of each external website that you visit before you provide any personal data.

#### **Cookies and web beacons**

Cookies and web beacons are electronic placeholders that are placed on your device by websites to track your individual movements on that website over time. Understand Financing uses both session-based cookies (which last only for the duration of the user's session) and persistent cookies (which remain on your device and provides information about the session you are in and waits for the next time you use that site again).

These cookies and web beacons provide useful information to Understand Financing , enabling us to recognize repeat users, facilitate the user's access to and use of our sites, allows us to track usage behaviour, and to balance the usage of our websites on all Understand Financing web servers.

Tracking cookies, third-party cookies, and other technologies such as web beacons may be used to process additional information, enable non-core functionalities on Understand Financing website and enable third-party functions (such as a social media "share" link). We may also include web beacons and other similar technology in promotional email messages to determine whether the messages have been opened.

### **Do Not Track (DNT)**

The online advertising industry has self-regulatory initiatives designed to provide consumers a choice in the types of ads they may see online and to conveniently opt-out from online behavioural ads served by some or all of the companies participating in these programs. Our websites do not respond to DNT consumer browser settings.

### **Collaboration with authorities**

Understand Financing has appointed and mandated a privacy officer who represents the regulatory authorities inside Understand Financing organization, and in return represents Understand Financing organization to regulatory authorities.

Understand Financing privacy officer will ensure proper communication with the relevant regulatory authority for privacy. The privacy officer will lead investigative action, complaint handling and data breach notification. The privacy officer will also monitor regulatory changes and consult the regulatory authority where implementation of a regulatory or technological change leads to doubt.

### **Transfer of information to other countries**

As an organization with global partnerships, Understand Financing engages in a number of international activities. In connection with the management of those activities, Understand Financing may transfer information to other countries. By submitting your information to Understand Financing via the websites, or in connection with your interactions with Understand Financing offline, you consent to such transfers and to the processing of this information in other countries in line with the intent and limitations of this policy.

### **Responses to legal requests**

Understand Financing reserves the right to share your information to respond to duly authorized information requests of governmental authorities or where required by law.

In the event of bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction. The promises in this privacy policy will apply to your information as transferred to the new entity.

**How do I contact you if there is an issue?**

If you have any questions or concerns about this Privacy Policy or about the use of your personal information, please feel free to contact us by email at [privacy@understandfinancing.com](mailto:privacy@understandfinancing.com).

**Date**

March 2, 2020

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**Contact Information:**

UNDERSTAND FINANCING LTD.

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CANADA

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