

Para-Mentors, Inc.

Privacy Policy



Effective Date: December 28, 2021

General

This Privacy Policy describes how Para-Mentors, Inc. (Para-Mentors, we, us, ours) collects, uses, processes, and shares your Personal Information.

This Policy applies to all of our business operations including paramentors.ca, paramentors.as.me, branded social media pages, (the “Services”) and various other platforms where we market or deliver the Services.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy. We may update this Privacy Policy from time to time and the most current version will always be available on our website at <https://www.paramentors.ca/privacy>.

Who we are

Para-Mentors, Inc. is a Canadian-Controlled Private Corporation based in Ontario, Canada.

We are registered at the following business address:

*Para-Mentors Inc.
PO Box 34
St George, ON
N0E 1N0*

Any questions about data and privacy can be directed to privacy@paramentors.ca. We can be reached by phone at (647) 828-6993.

What personal data we collect and why we collect it

While using our Service, we may ask you to provide us with certain personal information, which is information or an opinion, including information or an opinion forming part of a database, whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion (“Personal Information”) that can be used to contact or identify you. Personal Information may include, but is not limited to:

- Email address;
- First name and last name;
- Phone number;
- Cookies and usage data;
- Internet Protocol (“IP”);
- Address, State, Province, ZIP/Postal code, City; and
- Usage Data

Paramedic Jobs Newsletter

When you register to receive our Paramedic Jobs Newsletter by email, you will be asked to provide your name and email address so that we can deliver the newsletter to you. You may also be asked to provide other specifics such as your employment status, geographic location, and education level, which helps us tailor the newsletter to be more relevant to you.

Contact Forms

When you submit a contact form on our website, it contains your name, email, phone number, and any other particulars that you disclose in your message. This contact form reaches our Gmail account where it is stored.

Services

When you register for a service with us, you will be asked to provide your name, email address, and phone number. You may also be asked to provide other specifics such as your employment status and education level. All of these details ensure that we can provide the best service possible to your particular situation.

When attending an in-person event, we will also collect information about your COVID vaccination status and infection screening. This helps us keep you, other clients, and our staff safe throughout the event.

If you give us written consent, some of our events are also video recorded. These recordings are shared with outside agencies when you have given us permission to do so.

Demographic Information

When you interact with us, you may voluntarily provide us with demographic information such as your name, age, employment status, job aspirations, education background, and other particulars. We sometimes collect this information so that we can continue to have relevant communication with you.

Usage Data

Usage Data is collected automatically when using the Service. We may also collect information about how the Service is accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s IP address, browser type, browser version, the pages of our Service 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 Service by or through a mobile device, We 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.

We may also collect information that your browser sends whenever you visit our Service or when You access the Service by or through a mobile device.

Tracking Technologies & Cookies

Cookies & Analytics

We use cookies to help us improve your experience with us. Cookies are small files stored on your device that help us recognize you when you visit us online.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

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You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some parts of our Service.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while Session Cookies are deleted as soon as you close your web browser.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.

Facebook Pixel

We use Facebook Pixel to link actions that you take on our platforms to your Facebook account. For example, when you explore our website or purchase a service after viewing a Facebook advertisement.

This allows us to show our Facebook advertisements to viewers who are more engaged with our brand.

Google Analytics

We use Google Analytics to learn about actions that you take on our website. This can include what pages you view, how long you remain on our website, and what device you are viewing our website on. This information helps us improve our website experience.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

Who we share your information with

Stripe

Stripe is a third-party payment processor that we use to accept electronic payments. All financial information is provided to Stripe directly and not retained by us. Your information collected by Stripe is governed by their own privacy policy, which is available at <https://stripe.com/privacy>.

QuickBooks Payments (Intuit, Inc.)

QuickBooks Payments is a third-party payment processor offered by Intuit, Inc. that we use to accept electronic payments. All financial information is provided to Intuit, Inc. directly and not retained by us. Your information collected by Intuit, Inc. is governed by their own privacy policy, which is available at <https://www.intuit.com/privacy/>.

QuickBooks Online (Intuit, Inc.)

QuickBooks Online is an accounting software that we use to fulfill corporate obligations such as bookkeeping and taxes. When you submit a payment to us, your name and email address is saved in our QuickBooks Online account. This information is stored by Intuit, Inc. and governed by their own privacy policy, which is available at <https://www.intuit.com/privacy/>.

Meta

If you choose to connect with us using Facebook, Messenger, or Instagram, those platforms allow us to access some information from your profile, such as your name and your interactions. Your personal information on these services is governed by their privacy policy, which is available at <https://www.facebook.com/policy.php>.

ConvertKit

We use ConvertKit to distribute our Paramedic Jobs Newsletter. If you have registered for this newsletter, your information is stored on our ConvertKit account as a “subscriber” and governed by their privacy policy, which is available at <https://convertkit.com/privacy>.

Squarespace Scheduling

We use Squarespace Scheduling for booking of virtual and in-person services. If you register for one of our services, your information is stored on our Squarespace Scheduling account and governed by their privacy policy, which is available at <https://www.squarespace.com/privacy>.

Hubspot

We use Hubspot to keep track of our client interactions. Your information is stored on our Hubspot Account and is governed by their privacy policy, which is available at <https://legal.hubspot.com/privacy-policy>.

How We Use Your Data

Data Usage

Para-Mentors, Inc. uses the collected data for the following purposes:

- **To provide and maintain the Service:** including to monitor the usage of our Service;
- **To manage your account:** The Personal Information you provide can give you access to different functionalities of the Service that are available to you as a registered user.
- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services you have purchased or of any other contract with us through the Service.
- **To contact you:** This includes email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide you with news, special offers and general information:** this includes information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.
- **To manage your requests:** To attend and manage your requests to us.

We may share your personal information in the following situations:

- **With Service Providers:** We may share your personal information with Service Providers to monitor and analyze the use of our Service, to contact you.
- **For Business transfers:** We may share or transfer your personal information in connection with, or during negotiations of, any merger, reorganization or acquisition of Para-Mentors, Inc.
- **With Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include any other subsidiaries, joint venture partners or other corporations that we control or that are under common control with us.
- **With other users:** when you share Personal Information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If you interact with other users or register to any website or any social network website by logging in or creating an account to use the Service (“Third-Party Social Media Service”), your contacts on the Third-Party Social Media Service may see your name, profile, pictures and description of your activity. Similarly, other users will be able to view descriptions of your activity, communicate with you and view your profile.

Transfer of Data

Your information, including Personal Information may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside Canada and choose to provide information to us, please note that we transfer the data, including Personal Information, to Canada and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Para-Mentors, Inc. will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy. No transfer of your Personal Information will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Legal Requirements

Under certain circumstances, may be required to disclose your Personal Information in the following circumstances:

- as necessary to meet legal and regulatory requirements;
- to comply with a legal obligation or for a lawful purpose;
- to protect and defend the rights or property of Para-Mentors, Inc.;
- to prevent or investigate possible wrongdoing in connection with the Service;
- to protect the personal safety of users of the Service or the public;
- to protect against legal liability; or

- otherwise with your consent or as permitted or required by law, including as required by applicable Canadian and foreign laws applicable to Para-Mentors, Inc. or its service providers.

Security of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Usage, Performance and Miscellaneous

Third Party Service Providers

We may use third-party Service Providers to provide better improvement of our Service.

- **Invisible reCAPTCHA** - We use an invisible captcha service named reCAPTCHA. reCAPTCHA is operated by Google. The reCAPTCHA service may collect information from you and from your device for security purposes. The information gathered by reCAPTCHA is held in accordance with the Privacy Policy of Google: <https://www.google.com/intl/en/policies/privacy/>
- **Google Places** - Google Places is a service that returns information about places using HTTP requests. It is operated by Google. Google Places service may collect information from you for security purposes. The information gathered by Google Places is held in accordance with the Privacy Policy of Google: <https://www.google.com/intl/en/policies/privacy/>

Third Party Websites

Our Service may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

We do not knowingly collect Personal Information from anyone under the age of 18 ("Children"). If you are a parent or guardian and you are aware that your Child(ren) provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from children without verification of parental consent, we take steps to remove that information from our servers.

What rights you have over your data

Opting out of receiving communications from us

If you no longer want to receive our Paramedic Jobs Newsletter, you may opt-out using the unsubscribe button at the bottom of these emails.

Should you wish to stop receiving other forms of communications from us (Facebook Messenger, phone calls, other emails), please inform us by that medium or by emailing us at privacy@paramentors.ca.

Consent

By provided us with Personal Information, we will assume that you consent to our collection, use and disclosure of such information for the purposes identified or described in this Privacy Policy, if applicable, or otherwise at the time of collection. If you provide us with Personal Information about a third party, we will assume that you have the consent of that third party.

You may withdraw your consent to our collection, use and disclosure of personal information at any time, subject to contractual and legal restrictions and reasonable notice.

Retention of Personal Information

Para-Mentors, Inc. keeps your Personal Information only as long as necessary and relevant for the purposes for which it was collected.

Para-Mentors, Inc. will also retain Usage Data for internal analysis purposes. 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 our Service, or we are legally obligated to retain this data for longer time periods.

Viewing or updating your Personal Information

You may contact us at privacy@paramentors.ca if you would like to review, correct, or update any personal information that you have previously provided to us