



## **PRIVACY POLICY**

The term "**Plan B Immigration**", or "We" refers to the owner of the website whose registered address in Canada is 6672 Concession Rd. 7 Everett ON L0M1J0, and in Ecuador is Av. República del Salvador N35-60 y Av. Portugal. Edificio Vitra, office 207. The term "you" refers to you as a user or visitor of our website.

**Plan B Immigration** reserves the right to modify the terms and conditions under which it offers the websites. Therefore, it is the user's responsibility to periodically review these terms and conditions. The use of the sites that make up this website implies acceptance of these terms and conditions. If you do not agree with any of the terms and conditions, please do not utilize our website.

Consequently, **Plan B Immigration** will make its best efforts but assumes no legal or other responsibility for the accuracy, timeliness, content, omission, error, or uses given to such information in all sections or sites.

**Plan B Immigration** is committed to ensuring that the personal data provided is treated as confidential and, therefore, used by duly authorized personnel, and affiliated third parties, besides companies providing us with data management services, promotional events, or other services. However, these companies will be contractually bound to use your information only for the purposes established in our agreement with them.

### **COLLECTION AND USE OF PERSONAL INFORMATION**

We collect and process your personal information for the purposes and on the legal basis identified below:

- **Provision of our services and execution of contracts:** We base the processing of your personal information on our legitimate interest in operating and managing our website and tools, and in fulfilling any contract with you to provide the content you access and the service you request according to the applicable terms of service;
- **Management of contact requests and user support:** If you fill out a "Contact" and/or one or more eligibility questionnaires, request customer assistance, or contact us by other means, we will process your personal information to the extent necessary to fulfill our legitimate interests to comply with your request and communicate with you;
- **Development and improvement of our websites:** We will process your personal information to analyze trends and track your use of our website and interactions with emails to the extent necessary for our legitimate interests in developing and improving our websites and providing our users with more relevant content;

- **Sending communications:** We will process your personal information to send you the latest updates about us, including information about our service, to the extent you have given your prior consent.
- **Compliance with legal obligations:** We will process your personal information when cooperating with public and governmental authorities, courts, or regulators in accordance with our legal obligations under applicable laws to the extent that this requires the processing or disclosure of personal information to protect our rights and is necessary for our legitimate interests in protecting against misuse, mishandling or abuse of data hosted on our site, our data, our websites, to protect property or personal safety, to seek available remedies and limit our damages, to comply with judicial proceedings, court order, or legal process, and/or to respond to legal requests.

If we need to collect and process personal information by law or under a contract we have with you, and you do not provide that required personal information when requested, we may not be able to fulfill the contract.

When your personal information is anonymous, we do not need a legal basis to use it, as the information will no longer constitute personal information under the applicable data protection law. Our use of anonymized data is not subject to this Policy.

The personal information that **Plan B Immigration** may collect includes the following:

- We receive, collect, and store any information you enter on our website, forms, or provide us in any other way. Additionally, we collect the Internet Protocol (IP) address used to connect your computer to the Internet; access; email address; computer and connection information; and purchase history. We may use software tools to measure and collect session information, including page response times, duration of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personal identification information (including name, email, contact number, place of residence, and communications); payment details (except for credit card information), comments, opinions, product reviews, recommendations, and personal profiles.

- When you complete information on our website or forms, as part of the process, we collect the personal information you provide to us, such as your name, address, and email address. Your personal information will be used only for the specific purposes outlined below.
  - To provide our services or provide information about them;  
To be able to contact our visitors and users with general notices or personalized notices related to the service and promotional messages;
  - To create aggregated statistical data and other non-personal aggregated and/or inferred information, which we or our business partners may use to provide and improve our respective services;

## **RETENTION OF PERSONAL INFORMATION**

We will retain your personal information only for as long as reasonably necessary for the original purpose of collection or the lengthier period required by applicable law. We determine the appropriate retention period for personal information based on the amount, nature, and sensitivity of your personal information, the potential risk of harm from unauthorized use or disclosure, and whether we can achieve the purposes of the processing through other means.

Once the retention periods have elapsed, your personal information will be deleted. If there is any information that, for technical reasons, we cannot completely delete from our systems; we will inform you and take appropriate measures to prevent further use of the data.

## **SECURITY OF PERSONAL INFORMATION**

We take reasonable precautions to ensure the protection of the personal information we collect, use, or disclose using appropriate physical, organizational, and technological measures. We use industry-standard encryption technologies to receive sensitive data you submit to our sites.

In the event of a personal data violation that may pose a high risk to your rights and freedoms, we will notify you and the competent authority within 72 hours from the moment we become aware of the violation and without undue delay.

Although we follow generally acknowledged standards to protect personal information, no method of storage or transmission is 100% secure. You are solely responsible for protecting your password, limiting access to your devices, and logging out of websites after your sessions.

## **USE OF COOKIES**

We use cookies to provide additional functionality to the website and to help us analyze website usage more accurately. When you visit the **Plan B Immigration** website, our servers send a cookie to your computer. On their own, cookies do not personally identify you; they simply recognize your web browser. Unless you choose to identify yourself by completing a web form, you will remain anonymous on **Plan B Immigration**. Please note that if you disable your web browser's ability to accept cookies, you may still browse the **Plan B Immigration** website.

## **SOCIAL MEDIA FEATURES**

Our website may use social media features, such as Facebook's "Like" button, YouTube and Instagram, or Twitter's "Tweet" button, and other sharing widgets ("Social Media Features"). Such social media features may provide you options to post information about your activities on a website on a profile page provided by a third-party social network to share it with others in your network. Social media features are hosted on the respective social network or directly on our website. To the extent that social media features are hosted on the respective social networks, they may receive information that you have visited our website from your IP address. If you are logged into your social media account, the respective social network may link your visit to our websites with your social media profile.

Your interactions with social media features are governed by the privacy policies of the companies providing them.

## **COMMUNICATION**

We may contact you to notify you through your email address if you disclose that information on a form, to resolve issues, settle a dispute, collect fees or money owed, survey your opinions through surveys or questionnaires, send updates about our company, or as necessary to contact you to enforce our Terms and Conditions, applicable national laws, and any agreement we may have with you. For the purposes mentioned, we may contact you via email, phone, text messages, or postal mail.