Privacy Policy

Effective Date: May 1, 2026
Last Updated: October 14, 2026

At **Auticle**, we believe trust matters. That includes how we collect, use, and protect your personal information.

This policy explains how we handle personal information when you visit our website, contact us, sign up for updates, register for services or events, or otherwise interact with us online.

We are committed to protecting your privacy and using your information responsibly, transparently, and in accordance with applicable privacy laws in Canada.

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1. Who we are

We are a registered numbered company, **17445091 Canada Inc.**, operating as **Auticle**. **Auticle** provides training, consultation, resources, and related services that support inclusive, accessible, and autism-informed practices across sectors ("**Auticle**", "**we**" or "**us**").

While operating our website and delivering our services, we may collect personal information from individuals who visit our site or engage with us.

If you have questions about this Privacy Policy or our privacy practices, please contact us using the information at the end of this page.

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2. What this policy covers

This Privacy Policy describes our practices for collecting, using, maintaining, and disclosing personal information that we collect from you or that you provide to us when you visit our website (our "**Website**"), use any other products and services made available by us, or otherwise interact with us online (collectively with the Website, our "**Services**"). By accessing or using our Services, you acknowledge that you have read and understood this Privacy Policy. This Privacy Policy applies to customers residing in Canada (excluding Quebec) that access our Services.

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3. What information we collect and how we collect information

The information we collect may include Personal Information. "**Personal Information**" means recorded or unrecorded information about an identifiable individual. Information will be about an identifiable individual where there is a serious possibility that the individual could be identified using the information alone or in combination with other information.

The business contact information of an individual collected, used, or disclosed solely for the purpose of communicating or facilitating communication with the individual in relation to their employment, business, or profession is not Personal Information.

A. Information you provide directly

We may collect information you provide directly via our Services. We may ask you for some or all OOOOthe following types of information:

- your name;
- your date of birth;
- your email address;
- your phone number;
- your address;
- your organization or workplace name;
- your job title;
- the address of your organization or workplace;
- your registration details;
- any information submitted through contact forms, inquiry forms, booking forms, surveys, or newsletter forms; and/or
- any message, document, or attachment you send to us.

B. Information collected automatically

When you visit our Website and/or use our Services, we may automatically collect information such as:

- your IP address;
- your browser type;
- your device type;

- your operating system;
- geolocation information;
- other unique identifiers, including mobile device identification numbers;
- the websites you visited before and after visiting our Services;
- the pages you visit and links you click on within our Services;
- the date and time of your visit;
- your general website usage information;
- information about your interactions with email and SMS messages, such as your subscription preferences;
- whether messages are opened;
- whether links are clicked; and/or
- your general engagement with our communications.

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4. How we collect information

We collect the above information in a variety of ways, including by using "cookies" or similar technologies, and through service providers that help us operate our Services.

Cookie Collection

Cookies are small bits of information stored on your device. They help websites remember information about your visit, such as your preferences and how you interact with the website. The Office of the Privacy Commissioner of Canada recognizes cookies as a common form of web tracking technology and notes that their privacy impact depends on what information is collected and how it is used. We may use:

- Strictly Necessary Cookies. These cookies are required for our Website to function properly. They may support core site features such as page navigation, security, accessibility settings, and form submission.
- Analytics and Performance Cookies. These cookies help us understand how users use our Website, such as which pages are visited most often and how users move through the site. This helps us improve our Website.

- Functional Cookies. These cookies help remember preferences and settings to improve user experience on our Website.

Third Party Collection

We may allow third parties to place and read their own cookies, web beacons and other technologies to collect information through our Services. These cookies may support embedded videos, maps, scheduling tools, CRM forms, or analytics provided by third parties. The information collected and stored by some of these third parties remains subject to their policies and practices.

Our 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. 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.

5. Why we collect information

We collect and use information to help us operate effectively, provide and improve our Services, and respond to the people and organizations we serve.

This may include using information to:

- respond to questions, inquiries, or requests;
- provide, evaluate, and improve our Services;
- register individuals for our Services;
- communicate with you regarding our Services;
- manage bookings, inquiries, and service-related communication;
- send newsletters, updates, and promotional communications where permitted;
- understand and improve the functionality and user experience of our Website;

- maintain and improve security of our Services and help prevent fraud or misuse;
- provide or support AI-powered applications, including processing information, text, images, or other materials and sharing such information with the service providers of such AI for the limited purpose of providing and improving the AI application for your use;
- meet legal, regulatory, accounting, insurance, and other applicable requirements; and
- protect our rights and operations where necessary.

We only collect Personal Information that is reasonably needed for these purposes.

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6. When we share information

Auticle does **not sell your information**.

We may share Personal Information as needed and in appropriate circumstances, as outlined below:

A. Internally

We may share Personal Information within Auticle for the purposes set out in this Privacy Policy.

B. Service providers

We may share Personal Information with third-party service providers who help us operate our Services, such as providers for:

- website hosting
- cloud storage
- email communications
- event registration
- booking systems
- analytics
- CRM platforms
- payment processing
- IT or technical support

C. Legal, safety, or compliance reasons

We may disclose Personal Information where required or permitted by law, including where necessary to:

- protect the rights, safety, property, or security of Auticle, the users of our Services, or others;
- investigate fraud, security issues, or violations of our policies;
- support legal, insurance, audit, or compliance processes; or
- comply with or respond to law enforcement or a legal process or a request for cooperation by a government or other entity, whether or not legally required.

D. Business transactions

If Auticle is involved in a merger, restructuring, financing, acquisition, asset sale, or similar business transaction, Personal Information may be disclosed or transferred to third parties as part of that process.

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7. Choices about how we collect, use, and disclose your information

We strive to provide you with choices regarding our collection, use, and disclosure of the information you provide to us. The mechanisms listed below aim to provide you with control of such collection, use and disclosure.

Marketing Communications

If you do not want us to send you marketing or promotional communications, you can opt-out by clicking the “unsubscribe” link in such emails, or by contacting us directly.

Cookies

You can decide if and how your device will accept a cookie by configuring your preference or options in your browser, using our cookie banner or preferences tool, or using device or browser privacy controls. Please note that disabling some cookies may affect the functionality of our Website.

Subject to applicable data protection laws, you may be able to access your Personal Information that we have used, shared, or collected. You may be able to ask for your

Personal Information to be corrected, and/or withdraw your consent to our collection, use and disclosure of your Personal Information. If you withdraw your consent, we may not be able to provide our Services to you, respond to a request, or continue a communication you asked to receive.

8. Storage and cross-border processing

Auticle may process, store, and transfer your Personal Information in and to a foreign country, with different privacy laws that may or may not be as comprehensive as Canadian law. As a result, your information may be accessible to governments, courts, law enforcement, or regulatory authorities in accordance with applicable laws in those jurisdictions.

9. How we protect Personal Information

We use reasonable administrative, technical, and physical safeguards to protect your Personal Information against loss, theft, misuse, and unauthorized access, disclosure, copying, modification, or destruction.

These safeguards may include:

- restricted access to information;
- role-based permissions;
- password protection;
- secure systems and platforms;
- encryption where appropriate;
- confidentiality practices; and/or
- secure retention and disposal procedures.

While we work to protect your Personal Information, no method of transmission over the internet or electronic storage is completely secure. For that reason, we cannot guarantee the security of your Personal Information.

10. How long we keep Personal Information

We keep Personal Information only for as long as necessary to fulfill the purposes for which it was collected and to meet legal, regulatory, accounting, insurance, or operational requirements.

When your Personal Information is no longer needed, we will securely delete, destroy, anonymize, or de-identify it, as appropriate.

11. Your choices and rights

Subject to applicable law, you may have the right to:

- request access to the personal information we hold about you;
- request correction of inaccurate or incomplete information;
- withdraw consent, where consent is the basis for collection, use, or disclosure;
- unsubscribe from marketing communications at any time; and
- ask questions or raise concerns about our privacy practices.

If you believe that applicable data protection laws have not been complied with, you may lodge a complaint with us by using the contact information provided below.

You also have the right to complain to the appropriate data protection authority in Canada if you are a Canadian purchaser and you believe we have not appropriately addressed your complaint and/or you have the right to complain directly to the appropriate data protection authority in Canada.

12. Children under the age of 13

Auticle does not knowingly collect Personal Information directly from children under the age of 13. If you believe that a child under 13 has provided Personal Information to us through the website without appropriate authorization, please contact us and we will take reasonable steps to investigate and address the issue.

13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our Services, practices, technology, or legal requirements.

If we make any updates, we will revise the "Last Updated" date at the top of this page. Any such changes are effective immediately when we post them and apply to all access to and use of the Services thereafter. Your continued use of the Services after updates are posted constitutes your acceptance of the updated policy.

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14. Contact us

If you have questions, concerns, or requests about your Personal Information, our privacy practices, or this Privacy Policy or if you wish to exercise your rights regarding your Personal Information in custody or control, please contact our designated Privacy Officer at:

Privacy Officer
Auticle
1179 King Street West, Suite 004
Toronto, ON M6K 3C5
info@auticle.com