

Effective Date: May 1, 2026

Last Updated: May 1, 2026

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

This Privacy 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.

1. Who we are

Auticle provides training, consultation, resources, and related services that support inclusive, accessible, and autism-informed practices across sectors.

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.

2. What this policy covers

This Privacy Policy applies to personal information collected through the Auticle website and related online communications.

“**Personal information**” means information about an identifiable individual, such as a name, email address, phone number, or other information that can be connected to you.

This policy does not apply to information that is not personal information under applicable law, such as general business contact information used only for professional communication.

3. What information we collect

The information we collect depends on how you interact with us.

Information you provide directly

We may collect information that you choose to provide, such as:

- your name
- email address
- phone number
- organization or workplace name
- job title
- mailing address
- registration details
- information submitted through contact forms, inquiry forms, booking forms, surveys, or newsletter forms
- any message, document, or attachment you send to us

Information collected automatically

When you visit our website, we may automatically collect limited technical information, such as:

- your IP address
- browser type
- device type
- operating system
- referring website or source
- pages visited
- date and time of your visit
- general website usage information

Communication and subscription information

If you subscribe to updates or marketing communications, we may also collect information about:

- your subscription preferences

- whether emails are opened
 - whether links are clicked
 - your general engagement with our communications
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4. How we collect information

We collect information in a few different ways:

- directly from you when you fill out a form, contact us, register, subscribe, or request information
 - automatically through cookies and similar technologies when you browse our website
 - through service providers that help us operate our website, forms, email communications, analytics, booking systems, or customer relationship tools
 - from publicly available sources where permitted by law
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5. Why we collect personal information

We collect and use personal information to help us operate effectively and respond to the people and organizations we serve.

This may include using personal information to:

- respond to questions, inquiries, or requests
- provide information about our services, training, consultation, events, resources, or products
- register individuals for webinars, workshops, consultations, or other offerings
- manage bookings, inquiries, and service-related communication
- send newsletters, updates, and promotional communications where permitted
- improve our website, content, and user experience
- understand website traffic and engagement
- maintain security and help prevent fraud or misuse
- meet legal, regulatory, accounting, or insurance requirements
- protect our rights and operations where necessary

We only collect information that is reasonably needed for these purposes.

6. Consent

Where required, we collect, use, and disclose personal information with your consent.

Depending on the situation, consent may be express or implied. For example, if you complete a contact form and ask us to follow up, we may use the information you provided to respond to your request.

By voluntarily providing personal information to us, you consent to our collection, use, and disclosure of that information for the purposes described in this Privacy Policy or as otherwise explained at the time of collection.

You may withdraw your consent at any time, subject to legal or contractual limits and reasonable notice. In some cases, withdrawing consent may mean we are unable to provide a service, respond to a request, or continue a communication you asked to receive.

7. Cookies and website analytics

Like many websites, the Auticle website may use cookies and similar technologies to support website function and improve user experience.

These technologies may be used to:

- help the website operate properly
- remember user preferences
- understand how visitors use the site
- improve performance and content
- support security and technical administration

Cookies are small files stored on your device when you visit a website. You can usually control or disable cookies through your browser settings. Please note that disabling cookies may affect how some parts of the website function.

Where required, we will ask for consent before using non-essential cookies or tracking technologies.

We may use third-party analytics or website tools, such as Google Analytics, to better understand how visitors use our website and how we can improve it.

8. Email communications

If you sign up for our newsletter, updates, event announcements, or other promotional emails, we may send you electronic communications about Auticle's services, resources, events, and related offerings.

You can unsubscribe from marketing emails at any time by:

- clicking the unsubscribe link in the email
- contacting us directly

Even if you unsubscribe from marketing communications, we may still send service-related messages where needed, such as confirmations, responses to inquiries, or administrative notices.

9. When we share personal information

Auticle does **not sell personal information**.

We may share personal information only as needed and only in appropriate circumstances, including the following:

Service providers

We may share information with third-party providers who help us operate our business and website, such as providers for:

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

- IT or technical support

These providers are expected to protect personal information and only use it for the services they provide to us.

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, our users, or others;
- investigate fraud, security issues, or violations of our policies; or
- support legal, insurance, audit, or compliance processes.

Business transactions

If Auticle is involved in a merger, restructuring, financing, acquisition, asset sale, or similar business transaction, personal information may be disclosed as part of that process, with appropriate protections in place.

10. Storage and cross-border processing

Auticle may store or process personal information in Canada or in other jurisdictions through trusted service providers.

As a result, personal information may be accessible to courts, law enforcement, or regulatory authorities in jurisdictions outside your province or outside Canada, in accordance with applicable laws in those jurisdictions.

When we use third-party providers, we take reasonable steps to ensure that appropriate privacy and security measures are in place.

11. How we protect personal information

We use reasonable administrative, technical, and physical safeguards to protect 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
- secure retention and disposal procedures.

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

12. 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 personal information is no longer needed, we will securely delete, destroy, anonymize, or de-identify it, as appropriate.

13. 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.

To make a privacy request, please contact us using the contact information below.

14. Children’s privacy

Auticle does not knowingly collect personal information directly from children through the website without appropriate consent where required.

If you believe that a child 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.

15. Third-party websites

Our website may include links to third-party websites, platforms, booking tools, social media pages, or other services for convenience.

Auticle is not responsible for the privacy practices, content, or security of third-party websites or services. We encourage users to review the privacy policies of any external sites they visit.

16. Changes to this Privacy Policy

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

When we make updates, we will revise the “Last Updated” date at the top of this page. Your continued use of the website after changes are posted means you accept the updated policy.

17. Contact us

If you have questions, concerns, or requests about this Privacy Policy or how Auticle handles personal information, please contact:

Privacy Policy

Privacy Officer

Auticle

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