

PRIVACY POLICY

"Last updated March 2025"

NEO2050, formally known as Novel Energy Optimization Inc., values your privacy and is dedicated to safeguarding it. We adhere to this privacy policy, the Personal Information Protection and Electronic Documents Act (PIPEDA), and all relevant privacy laws.

This document details the methods we employ to gather, utilize, process, and disseminate your personal data when you visit our platform or when you directly interact with us.

In this Privacy Policy, 'your information' refers to personal data concerning identifiable individuals, including employee personal data that may be used independently or alongside other details to identify, contact, or locate you. This excludes business contact details and non-personally identifiable information such as aggregated or anonymized data.

Furthermore, our Privacy Policy does not extend to the privacy practices and policies of third parties, except in cases where we utilize their services for data storage or processing. You should consult the privacy policies of any third parties you interact with, as we are not liable for their practices.

If you have any inquiries, concerns, or requests regarding this Privacy Policy, please reach out to us at support@neo2050.ca

The Information We Gather About You

To deliver our services through our platform, we gather and receive the types of information outlined below:

- **Directly Provided Information:** When you interact with our platform or communicate directly with us, we gather the information you voluntarily provide, such as your name, email address, phone number, and postal code. For services such as energy audits requested through our platform, we collect additional details to verify your identity and the desired service location, potentially including your home address. Periodically, we might also solicit your feedback on your interaction with our platform or your interest in products and services related to energy audits, capturing the information you share in response.
- **Information on Your Usage and Interaction:** We log details such as your login times and how you engage with our platform, including the features you utilize and your interactions with them. We also systematically track specific usage details, which are further explained in the Cookies & Automated Technologies section.

- **Data from Interactive Features:** You can provide data through various interactive features available on our platform. For instance, when you address issues or leave feedback about our services through our troubleshooting or review systems, we collect this data to enhance user experience.
- **Third-Party Information:** Occasionally, we may obtain information about you from external sources like our business partners or the application services you use to engage with our platform. This can include demographic or marketing data, contact details, your interactions on those platforms, and intentions to purchase. We might also receive technical data such as your device type, operating system, browser specifics, IP address, referral and exit pages, as well as crash reports.

We aim to prevent the use of our platform by children under 18 years old and do not knowingly collect their information. If you are under 18, please refrain from using our platform or providing any personal details. ~~Should you suspect that we have inadvertently collected information from someone under 18, please contact us promptly using the details provided above.~~

Utilization of Your Information

We employ your data for several purposes:

- I. To deliver the platform's functionality to you.
- II. To engage with you about arranging energy audits.
- III. To facilitate coordination between you and energy advisors for audits.
- IV. To offer customer support and enhance the platform.
- V. To supply you with the requested information, products, or services from us or our partners.
- VI. To send you notifications and details pertinent to your interactions with our platform and the energy audits.
- VII. To enhance our service offerings, marketing efforts, and overall user experience.
- VIII. To integrate your information with data from other sources for a more comprehensive understanding.
- IX. To adhere to legal requirements and protect our rights.
- X. To fulfill any other specific purposes for which you provide consent.

You have the right to request that we stop using your data at any time; note, however, that opting out may restrict our ability to provide full access to our Site and services.

Disclosure of Information to Marketing Affiliates

When you interact with our platform or receive our communications, you can choose to participate in promotional programs we provide alongside our marketing affiliates. Our marketing affiliates comprise entities that supply a range of home improvement services, including but not limited to:

- HVAC Solutions
- Window and Door Services
- Insulation and Solar Solutions

- Water and Air Filtration Services
- Home Security Systems
- Pool and Spa Management
- General Plumbing and Electrical Work
- Roof, Landscape, and Garden Care
- Smart Device Setup
- Appliance Services
- Property Renovations and Painting
- Flooring, Kitchen, and Bath Installations
- Housekeeping and Pest Control
- Insurance and Real Estate Services
- Home Warranty and Decor Solutions
- Specialty Services such as Garage Door, Chimney, Home Theater, Siding, Gutter Installation, and Tree Removal
- Maintenance Services for Septics, Molds, and Solar Panels

By opting into our marketing programs, you consent to our sharing of your personal data with these partners and receiving marketing materials related to their offerings.

Furthermore, your participation in these programs allows us to use your contact details to send you tailored promotions concerning our services and those of our partners. Participation in these programs is entirely optional, and you can revoke your consent at any time. We ensure to maintain stringent safeguards while handling your data with our marketing affiliates.

Cookies and Digital Tracking

To enhance your experience on our platform, we employ various digital tools. These tools assist us in remembering your settings for future visits, maintaining your preferences, and collecting analytics to improve site functionality.

We utilize several forms of digital tracking technologies including browser cookies, flash cookies, and web beacons. These technologies gather information about your device and how you interact with our website.

A cookie is essentially a small text file that our platform may place on your device to store data about your preferences or past actions. This data helps us recognize you on subsequent visits to provide a personalized experience.

We collect specifics such as the devices you use to access our website, your IP address, the type of browser, and your operating system. Information about your activities on our platform, including navigation paths, location data, and engagement metrics, are also tracked to facilitate compliance with various regulatory requirements.

These technologies also enable us to monitor your online behavior across different websites over time through methods like behavioral tracking. Should you choose to opt out of such tracking, please reach out to us at the contact details provided in our policy.

The data we collect through these technologies is predominantly statistical. However, it can occasionally include personal details or be linked to the personal information we have on file, as detailed in this Privacy Policy.

If you prefer not to use cookies, most contemporary web browsers allow you to adjust settings to block or delete them via Settings > Privacy > Cookies.

For comprehensive information about cookies, including viewing and managing them, you can visit www.youradchoices.ca.

Please be aware, disabling cookies might prevent access to certain functionalities of our platform that are essential for a seamless user experience. Therefore, we recommend keeping cookies enabled for the best navigation on our platform.

Global Handling of Your Information

Our operations may involve processing, transferring, and storing your personal data across international borders. The privacy protections in these various countries may not always align with those from your country of residence, and in some cases, might not be as robust. Despite these variations, we are committed to protecting your information with suitable technical and organizational safeguards to ensure the security and confidentiality of your data as managed by our service providers and contractors.

By interacting with our platform and submitting your information, you consent to the international processing, transfer, and storage of your data in accordance with the practices outlined in this policy.

Safeguarding and Retaining Your Data

We prioritize the security of your personal information. We employ various protective measures to safeguard your data against unauthorized access, destruction, or misuse. The precautions we implement are designed to be appropriate and proportionate to the sensitivity of the data we handle.

Please be aware that no internet transmission is entirely secure. Consequently, despite our best efforts to secure your data, the inherent vulnerabilities of internet communications mean that we cannot fully guarantee the security of your information transmitted to or from our site. You assume the risks associated with online data transmission.

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law or you have specifically agreed to a further retention. After the necessary period, your data may be anonymized and stored indefinitely for analytical or other use, as permitted by applicable laws.

Disclosure of Your Information

We may disclose your personal information under the following conditions:

- **With Consent:** We disclose your information to third parties when we have your explicit consent to do so. This may occur, for example, when you request specific services such as energy audits, whereby we share your details with energy advisors or relevant service providers. Additionally, with your agreement, we share your information with our marketing partners who provide home improvement-related products and services. For detailed descriptions of these services, please refer to our Terms of Service.
- **For Operational Needs:** We share your data with vendors and service providers who assist in operating our Platform and its interactive features. This includes providers of hosting, infrastructure, customer support, email services, and other necessary tools.
- **During Business Transfers:** In the event of a merger, business reorganization, or similar corporate transaction, we may transfer personal data to the involved parties and their advisors.
- **For Legal Compliance:** We may disclose your information when required by law, such as to comply with a subpoena or other legal process. We may also share information to protect our rights, our users' rights, or as part of legal claims.

Each of these disclosures is conducted under stringent conditions to ensure the protection of your privacy and adherence to the law.

Recipients of Your Information

Our policy ensures that we only share your personal data under controlled circumstances, primarily with parties who facilitate our service offerings and operations. Specifically, your information may be shared with:

- **Successors:** If there is a change in our business structure, such as a merger or acquisition, your information may be transferred to our successors or new owners.
- **Directed Sharing:** At your instruction, we share your data with specific service providers such as energy auditors and their affiliates, or marketing partners whose services are pertinent to your needs related to energy solutions and home improvements.
- **Support Services:** We collaborate with contractors and service providers who assist us in the operation of our Site and the services we offer.
- **Legal and Compliance Reasons:** When legally required, or to safeguard the rights of our users and ourselves, we may disclose your information to governmental authorities or the courts.

These disclosures are made with a commitment to maintaining your privacy and ensuring that your data is handled responsibly.

Updating and Accessing Your Personal Data

At NEO2050, we endeavor to maintain the accuracy and timeliness of the personal information we hold. We welcome your involvement in keeping your data up-to-date and encourage you to reach out to us should there be any changes to your information. You have rights under the privacy laws that govern our operations, which typically include the ability to access and rectify any inaccuracies in your data.

Should you need to update your information or if you have any queries regarding our data practices, please feel free to connect with us using the contact details provided previously.

We adhere to stringent data retention protocols that comply with legal standards, allowing us to delete or restrict access to your data where necessary. If there are reasons we cannot fulfill a request for access to your data, we will provide an explanation, respecting the limitations set by relevant laws.

Modifications to Our Privacy Policy

At NEO2050, we commit to transparency about our privacy practices. Any amendments to our Privacy Policy will be published on this page. In the event of substantial modifications that affect how we handle your personal information, we will notify you directly. We encourage you to regularly visit this section to stay informed about any updates to our Privacy Policy. The most recent revision date of the policy is clearly indicated at the beginning of this document.