

PRIVACY POLICY

Effective Date: August 8, 2025 Last Updated: August 8, 2025

1. Introduction Forma Media Group (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website and services. By using our services, you consent to the practices described in this Policy. We comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy laws in Ontario.

2. Information We Collect We may collect the following personal information: - Contact information (name, email address, phone number) - Payment and billing information - Information you submit when contacting us or filling out forms - Technical data such as IP address, browser type, and pages visited - Information collected through cookies or similar technologies

3. How We Use Your Information We use your personal information to: - Provide and improve our services - Respond to inquiries and customer support requests - Send service updates, marketing communications, and promotional offers (with your consent) - Process payments and deliver purchased services - Comply with legal obligations - Protect against fraud and unauthorized access

4. Legal Basis for Processing (if applicable to international users) Where required by law (such as the GDPR in the EU/UK), we process your personal data on the basis of consent, contractual necessity, legitimate interests, or legal obligations.

5. Sharing of Personal Information We do not sell your personal information. We may share it with: - Service providers (payment processors, marketing tools, analytics platforms) under confidentiality agreements - Legal authorities when required by law - Third parties in the event of a business sale, merger, or acquisition

6. Cross-Border Data Transfers Your information may be stored or processed outside Canada, including in the United States, where privacy laws may differ. We ensure appropriate safeguards are in place to protect your information.

7. Cookies and Tracking Technologies We use cookies to improve user experience and analyze website traffic. You may disable cookies through your browser, but some site features may not function properly.

8. Data Retention and Destruction We retain your information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. When no longer needed, we securely delete or anonymize your data.

9. Your Rights Under PIPEDA, you have the right to: - Access the personal information we hold about you - Request corrections to your personal information - Withdraw consent for certain uses of your data - File a complaint with the Office of the Privacy Commissioner of Canada if you believe your rights are being violated

10. Children's Privacy Our services are not intended for children under 13 years old. We do not knowingly collect personal information from children. If we learn we have collected data from a child without parental consent, we will delete it.

11. Third-Party Links Our website may contain links to external sites. We are not responsible for the privacy practices of these third-party sites.

12. Changes to This Policy We may update this Privacy Policy from time to time. Any changes will be posted on our website with a revised "Last Updated" date. Continued use of our services constitutes acceptance of any changes.

13. Contact Us If you have questions about this Privacy Policy or wish to exercise your rights, please contact us at: Email: info@goforma.ca Address: Forma Media Group, Toronto, Ontario, Canada