

1. Privacy Policy Statement

At Context Research Group, we embrace the Privacy by Design principles, proactively integrating privacy considerations into our practices and processes from the outset. Safeguarding your personal privacy is a top priority for us. We are fully committed to ensuring the confidentiality and security of your personal information in accordance with industry guidelines and data privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA), provincial laws such as the Ontario Personal Information Protection Act (PIPA), and other forward-thinking international laws such as the General Data Protection Regulation (GDPR) in Europe. The GDPR, for instance, emphasizes the "right to be forgotten" which allows individuals to request for their personal data to be erased, as well as emphasized consent requirements. We strive to align our data privacy practices with the highest standards set by such regulations and guidelines and are continuously improving our processes to better protect your personal information.

The purpose of our privacy policy is to explain how we collect, use, and disclose personal information while conducting market research studies, and to provide transparency about our data privacy practices.

We collect personal information from individuals who participate in our research studies solely for the purpose of conducting market research. We obtain explicit consent from individuals before collecting their personal information, and we use that information only for the purpose for which it was collected. We also take appropriate measures to protect personal information from unauthorized access, use, disclosure, or loss. This includes physical, technical, and administrative safeguards, such as access controls, firewalls, and encryption.

We are committed to continuously improving our data privacy practices ensuring that they are effective and up to date. We regularly review and update our privacy policy to reflect changes in data privacy laws and best practices.

If you have any questions or concerns about our privacy policy, or if you would like to request access to the personal information that we hold about you, please contact us.

We thank you for entrusting us with your personal information, and we will continue to protect your privacy to the best of our ability.

2. Privacy Policy

a) Collection of Personal Information:

CRG PRIVACY POLICY

We collect personal information from individuals who participate in our market research studies. This may include, but is not limited to, name, address, email address, phone number, age, gender, occupation, income, and other demographic information. We collect this information through a variety of methods, including online surveys, telephone interviews, in-person interviews, and focus groups.

At Context Research Group, we collect personal information solely for the purpose of conducting market research studies. This may include various research methods such as surveys, focus groups, in-depth interviews, and other forms of research. The personal information we collect from participants is essential to our research process as it helps us to better understand consumer preferences, opinions, and behaviors. The insights we gather from our research are then used to help our clients make informed decisions about their products, services, and marketing strategies.

It is important to note that we only collect personal information that is necessary for the research, and we always do so in a transparent and ethical manner. We never use personal information for any other purpose beyond the specific research project, and we take great care to protect the confidentiality and privacy of our participants. We also ensure that our clients use the research results in a responsible and ethical manner that respects individuals' privacy rights. Finally, we ensure that our default settings respect user privacy, minimizing data collection and sharing unless explicitly authorized by individuals.

By participating in our market research studies, you can help shape the products and services that you use and contribute to the development of better, more consumer-friendly offerings. Your participation is valuable to us, and we appreciate the trust you place in us to handle your personal information with the utmost care and respect.

b) Protection of databases

At CRG, data protection is one of our top priorities, and it is our mission to safeguard our clients' data to the highest standards. We ensure this by implementing various measures such as firewalls, antivirus software, and network encryption to protect against unauthorized access and keep sensitive information secure. We employ end-to-end security measures, encompassing data encryption, access controls, secure storage, and regular data backups to safeguard information throughout its lifecycle.

In addition to these measures, we also take great care in how we store our clients' data. We utilize secure servers with restricted access and store the data in



encrypted form to prevent unauthorized access. CRG also regularly backup the data to ensure that we can quickly recover from any unforeseen events such as system failures or data breaches.

Our commitment to protecting our clients' data extends beyond the technical measures we employ. We have a culture of awareness and responsibility among our employees, and we provide ongoing training to ensure that they understand the importance of data protection and how to handle sensitive information appropriately.

Overall, our clients can trust that their data is in safe hands at our firm. We take all necessary precautions to protect their information, including firewalls, antivirus software, encryption, secure storage, and ongoing employee training.

c) How we collect information

CRG adheres to the principle of data minimization, collecting only the information required for specific research projects and nothing more. We have various methods of collecting information, including directly from you, through our website, from third-party sources, and from our clients.

If you contact us, we may collect personal information from you, as well as through online surveys, telephone interviews, in-person interviews, and focus groups. We may also collect information through our website analytics.

Additionally, we may obtain information from third-party sources such as public databases, social media platforms, and other third-party service providers.

We may also collect information from our clients if they provide us with your personal information in connection with our services. Our goal is to ensure that we collect information ethically and transparently, and that we use it only in accordance with our clients' wishes and applicable data protection laws.

d) How we use the information

CRG is committed to transparency in our data practices, ensuring individuals understand how their data is collected, used, and shared. The information we collect online serves various purposes, including analyzing site usage and user data to improve the user experience and maximize delivery of our services. CRG uses personal information solely for the purpose of conducting market research studies and never for any other unrelated purposes. Any other purposes for which we use the collected information will be disclosed to you at the time we collect your information, in compliance with your consent or as required or permitted by law.

We also use respondent data to create, manage and deliver marketing campaigns and reports to our clients. This helps us to better understand the preferences and behavior of our clients' target audiences, which in turn allows us to deliver more effective and targeted marketing strategies. We are committed to using the information we collect responsibly and in accordance with applicable data protection laws to ensure the privacy and security of our clients' information.

Furthermore, we use the information we collect online for projects that have a meaningful impact on the environment and society in general. For instance, we may collect data on environmental behaviors and practices to better understand how we can reduce the negative impact of human activities on the environment. Similarly, we may collect data on social attitudes and behaviors to help inform policies that promote social justice and equality.

We strive to use the collected information responsibly and transparently, in compliance with applicable data protection laws, to ensure the privacy and security of our clients' information. We believe that the projects we undertake should not only benefit our clients but also have a positive impact on the wider community and the environment. Therefore, we are committed to maintaining the highest standards of ethical and responsible data collection and use to achieve our mission.

e) To whom do we disclose the information

We only disclose personal information to our clients, who engage us to provide market research services. We ensure that our clients are bound by contractual obligations to maintain the confidentiality and security of the personal information and use it solely for the purposes for which it was disclosed. We believe that protecting the personal information of our research participants is of utmost importance and we are committed to safeguarding it to the best of our abilities.

f) Personal Information's retention

At CRG, we understand the importance of safeguarding the personal information we collect from individuals. It is our policy to retain personal information only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. We retain personal information only for as long as necessary, following best practices and regulatory requirements, and securely dispose of it when it is no longer needed.

In accordance with best practices in this domain, we regularly review our data retention policies to ensure that they align with industry standards and regulatory requirements. We take appropriate measures to securely dispose of personal

information when it is no longer needed, including deletion or destruction of electronic data and shredding of physical records.

In addition, we provide individuals with clear and concise information regarding our data retention practices, including the specific length of time we retain personal information and the reasons for such retention. We believe that transparency and accountability are essential components of responsible data management, and we are committed to upholding these values in all aspects of our business.

g) Consent

CRG believes in giving individuals control over their personal information, including the ability to access, rectify, or delete their data as needed. We only use your personal information for the purposes for which it was collected and with your consent. By providing us with your personal information, you consent to the collection, use, and disclosure of that information as described in this Privacy Statement. If your personal information will be used or disclosed in any manner other than as outlined in this Privacy Policy, we will advise you of these new purposes and obtain your consent before such use or disclosure. If you do not agree with these terms, please do not provide your personal information to us. Failure to provide your personal information to us may prevent us from offering you the services you have requested.

h) Your information's right

We respect your right to access the personal information we hold about you. If you are unsure what records we have, we can assist you in identifying them. We are committed to making the information clear and easy to understand, even if it contains technical language or abbreviations. Before granting access, we may ask you to verify your identity if we do not know you. Please note that a nominal fee may apply for this service.

At CRG, we strongly believe in the right to privacy and the right to be forgotten. We understand that individuals may want to exercise their right to have their personal data erased. Therefore, we have established clear procedures to respond to such requests in a timely and effective manner. We take such requests seriously and make every effort to ensure that personal data is erased securely and permanently, in accordance with applicable data protection laws and regulations.

In some cases, we may require you to submit your request in writing. If we are unable to provide you with access, we will explain the reasons within 30 days, if possible.

CRG PRIVACY POLICY

If you believe there is incorrect factual information about you in our records, you have the right to request a correction. However, this does not apply to professional opinions we may have formed. You may be required to provide supporting documentation for your request. If we agree that a mistake has been made, we will correct it and notify any parties who received the incorrect information. If we disagree, we will include a brief statement from you in our records and forward it to anyone who received the original information.

CRG continuously review and enhance our data privacy practices ensuring they remain effective and aligned with evolving data privacy laws and best practices. We also conduct Privacy Impact Assessments (PIAs) when introducing new processes or technologies to identify and address privacy risks proactively.

Questions or Suggestions

If you have any inquiries, questions, or concerns regarding our privacy practices, please contact us in writing at info@crg.ca. They will confirm receipt of your comment, promptly investigate it, and provide you with a written response.

We will do our best to address your concerns in a timely and effective manner.

Date of Adoption: July 1, 2022

Authorized Signatory:

William Schatten, Co-Founder

