



SimpleSet

PRIVACY POLICY

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329 Design Inc. considers the privacy of personal information a high priority. This Privacy Policy details the privacy practices followed by 329 Design Inc. and operation of our SimpleSet software and mobile application. Specifically, our collection, use, disclosure, retention, and

individual rights of such information. All information collected through SimpleSet is treated as Personal Identifiable Information (PII), or Electronic Personal Health Information (ePHI) under HIPAA, GDPR, and PIPEDA. The use of all information will be limited to the purpose of providing services, to operate, improve and understand SimpleSet software and mobile application.

DEFINITIONS

The following terms shall have the definitions contained below.

329design Inc.: The corporation name under which the SimpleSet software has been developed. For the purposes of our policies and procedures 329design Inc., 329design, SimpleSet, and “the Software” will be considered synonymous.

SimpleSet: The software application that has been developed by 329design Inc. For the purposes of our policies and procedures 329design Inc., 329 design, SimpleSet, and “the Software” will be considered synonymous.

Customer: An individual or organization with a trial, student or paid subscription account to SimpleSet.

End-User: The recipient of an exercise program created by a SimpleSet Customer (typically patients visiting a medical professional).

CONSENT

When **Customers** agree to our Terms of Service and provide us with personal information, we assume the Customer consents to our collecting personal information and usage as outlined in this Privacy Policy.

SimpleSet collects information of End-Users under the direction of its Customers as detailed in this Privacy Policy. Such information is voluntary, not a requirement for the operation of SimpleSet application, and is at the discretion of the Customer. SimpleSet has no direct relationship with End-Users whose personal information may be collected. It is the responsibility of the Customer to ensure they obtain consent and legal right for the use of all information. Should Customers decide to provide information regarding End-Users, as outlined in this Privacy Policy, SimpleSet assumes that consent has been obtained from the End-User.

If you are an **End-User**, we act as the custodian of your information for our Customer (typically your healthcare practitioner). The chain of custody for your data is governed under both SimpleSet’s Customer’s practices and policies as well as SimpleSet’s Privacy Policy.

Individuals can withdraw consent and opt out from SimpleSet at any time.

PERSONAL INFORMATION COLLECTED

Information Automatically Collected

Some Information is automatically collected when anyone visits our website, as is typically for most websites including: User-Agent and IP address as well as what pages you visit on our website.

Some Information is automatically collected when the Customer and End-User uses our Services, including the following: Device information (only if using the App version of SimpleSet), Log in date, Usage information, and User agent.

Cookies

To enable our systems to recognize your browser or device, we use cookies. You will be informed that the site uses cookies upon entering our site. If you reject cookies, you may still use our site, but some features on the site will not function properly (ie: account login).

If you have cookies enabled and use our website, we send one or more “cookies” to your computer or other devices. Cookies are alphanumeric identifiers stored on your computer through your web browser and are used by most websites to help personalize your web experience. Some cookies may facilitate additional site features for enhanced performance and functionality such as remembering preferences, analyzing usage for site optimization, providing custom content.

We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. Currently we use Google persistent cookies to optimize and enhance the experience on our site and reach potential customers.

Customers can remove persistent and session cookies or reject them on our website by following directions provided in your Internet browser’s “help” file. To learn more about cookies and how to manage them, please visit: <https://www.cookiesandyou.com/>.

Information Collected Regarding our Customers

We collect personal information about our Customers when they choose to provide such information directly to us. Specifically, contact information and account registration information, including: first and last name, email address, and username. If the Customer chooses to purchase service from us, additional information may be collected on an as needed voluntary basis. This information may include: Address and/or billing address, company name, phone & fax numbers, credit card information, customer satisfaction info, and opinions about products and services.

Customers can see what information SimpleSet may have about them, if any, and: request copies, correct, amend, delete, restrict use, object to use or withdraw consent. Customer data can be exported in PDF format by the user at anytime. Customers can raise any concerns they may have regarding the use of such information at any time. Information regarding usage and retention of this personal information is detailed in this Privacy Policy.

Information Collected for our Customers

As detailed above, SimpleSet collects information of End-Users under the direction of its Customers. This includes, but is not limited to, information such as names, email address, exercise program (s) of End-Users, as well as any other information Customers decide to enter (Text Data, Image Data, Video File Data).

End-Users who seek to access, correct, amend, delete, restrict use, object to use or withdraw consent of personal information should contact the Customer they interact with directly. If the End-User requests SimpleSet to remove personal data, SimpleSet will respond within 30 days. Our contact information is detailed below.

Use of Information Collected

SimpleSet will never sell or rent personal information to a third party. We will not use or share your information other than as described in this Privacy Policy unless it is under written direction from the individual.

SimpleSet will only use personal information to operate, improve and understand our services. We may use personal information to: provide support and assistance for the services; communicate with you about the services; respond to customer and End-User inquiries; create

and manage customer and end-user profiles; fulfill customer and end-user requests; resolve disputes; contact customers about service announcements, updates our offers; complete a sale/transaction; process orders.

SimpleSet shares information with third party service providers and agents who work on our behalf and provide us with services related to the purposes described in this Privacy Policy and our Terms of Service. These third party service providers will have limited access to Customer's personal data but only so much to do their job. A list of uses of data and third party service providers is detailed below in appendices A and B .

ADDITIONAL INFORMATION

Legal

There are some instances where it may be necessary to disclose information collected. SimpleSet reserves the right to disclose information to: comply with our legal obligations and applicable laws; protect against, deter, investigate fraudulent, illegal or harmful actions; resolve disputes; protect our rights.

Data Retention

SimpleSet will retain your data as part of the service provided long as you are a Customer of SimpleSet. A Customer ceases to be a Customer on the date of expiry of their account and/or last paid invoice. Data will be securely removed from SimpleSet servers 90 days after this date. Customers will be able to export their data during this time. Customers can request SimpleSet to continue to store their data at their specified subscription cost.

Acting as a subcontractor, and at times a business associate, SimpleSet is not directly responsible for health and medical records retention requirements as set forth by each applicable territory and/or jurisdiction. Data retention requirements vary depending on your individual jurisdiction. Please review the legislation or guidelines of your jurisdiction.

SimpleSet may retain your data to the extent necessary to comply with our legal obligations.

Customers can update their information, terminate their account or remove their personal information at anytime by contacting us. Our contact information is detailed below.

Location of Data

SimpleSet is located in Canada. All data stored in Canada.

Security

SimpleSet views the security of all personal information as a priority. We have internal policies that keep your data private and confidential. SimpleSet also uses many safeguards to protect the personal information submitted to us, both during transmission and once we receive it. SimpleSet securely transmits and stores all data to the best standards and practices of the industry. All sensitive information (such as credit card data) is encrypted, transmitted and stored in a secure way. However, no computer system, method of transmission, or method of electronic storage can ever be fully protected from every possible threat. Therefore, while SimpleSet takes measures to ensure the security of online transmission and storage of all data offline to the best standards and practices of the industry, we cannot guarantee its absolute security. We will let you know promptly if a breach occurs that may have compromised the security of your information.

Modifications to This Privacy Policy

We can change the terms of this Privacy Policy, and the changes will apply to all the information we have about you. You will be notified by email if there is a change in the Privacy Policy. The new Privacy Policy will be available upon request and on our website.

Contact Us

If you have any questions regarding this Privacy Policy, or wish to engage your user rights as described in this Privacy Policy you can contact SimpleSet at info@simpleset.ca,

via phone at 1-855-773-8776

via postal mail at:

SimpleSet
3323 Cassino Ave
Saskatoon, SK
S7M 5E8

Appendix A - Information collected

Customer Data

Field Name	Description	3rd Party Processors
First & Last name	Needed to create an account	Recurly, MailChimp
Username		Recurly
Email Address		Recurly, MailChimp
Company name	As needed if services are purchased	Recurly
Phone number		
Fax number		
Address		
Billing Address		Recurly
Credit card # and CVV		Recurly Bambora
Password	Non-reversibly encrypted	
User-Agent & IP address	Website statistics	Cloudflare Google Analytics Pingdom
Usage information	Date account was created Number of login (s) Login Date Number of Exercise programs Number of times exercises, images and videos are viewed Number of Prints Number of times client accesses program Date and time exercise program is sent	Internal use only.

	Search phrases	
Device information	Only if using the APP version of SimpleSet.	
Custom Exercise Images	Image (s) the Customer chooses to upload.	
Custom Exercise videos	Video (s) the Customer chooses to upload.	

End-User Data

All information collected regarding End-Users is optional and is under the direction and discretion of the SimpleSet Customer. Inclusion of End-User data by the Customer is not a requirement for the operation of SimpleSet.

Field Name	Description	3rd Party Processors
First & Last name	Can be de-identified.	None
Email Address	Optional.	
Birth Date	Used for additional security to login to client portal.	
Language	Language preferred by the End-User	
Exercise program (s)	Exercise programs or 'Sets' created by the Customer for use of the End-user. Typical this includes exercise: stock and or custom images, stock and or custom videos, instructions/ educational content, and parameters. May also include any additional text the customer chooses to include as part of the exercise program.	
Text Data	Any data the customer chooses to include as part of an exercise program in text format.	
Custom image data	Image (s) the Customer chooses to upload of the End-User.	
Custom video data	Video data the Customer chooses to upload of the End-User.	
File data	Files the Customer chooses to upload.	
Password	Non-reversibly encrypted.	
Usage information	Number of Exercise program (s). Login Date & Time. Number of Prints. Number of times exercise program (s) are accessed.	

	Backup	Microsoft AZURE
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Appendix B - Third Party Vendors

Third Party Vendors for SimpleSet do not process electronic personal health information.

Third-Party name	Usage	GDPR/HIPAA Compliant
Amazon Web Services (AWS)	<p>AWS is responsible for the operation, management, and control of the components from the host operating system and virtualization as well as physical security of the physical infrastructure including: servers, network, and data center.</p> <p>SimpleSet owns and controls access to this infrastructure as well as data stored on this infrastructure.</p> <p>AWS does not access or process our data.</p>	<p>https://aws.amazon.com/blogs/security/aws-gdpr-data-processing-addendum/</p> <p>https://aws.amazon.com/compliance/hipaa-compliance/</p> <p>https://aws.amazon.com/compliance/pipeda/</p>
Cloudflare	<p>SimpleSet uses Cloudflare for DNS and content distribution.</p>	<p>https://www.cloudflare.com/gdpr/introduction/</p>
Mailchimp	<p>Mailchimp and it's "Mandrill App" is an email service.</p> <p>SimpleSet uses this service to send transactional emails to our Customers and End Users.</p>	<p>https://mailchimp.com/help/about-mailchimp-the-eu-swiss-privacy-shield-and-the-gdpr/</p>

<p>Google</p>	<p>Analytics: SimpleSet uses Google Analytics on our website to track the customary information, such as screen resolution, country of origin, browser, etc.</p> <p>Ads: We use Google ads to market our product. We do not use ads to market other products to you.</p> <p>Tag Manager: We use Google Tag Manager to communicate with Google Ads for retargeting of advertising material to market our product.</p> <p>No practitioner or End-User data is processed by Google</p>	<p>https://privacy.google.com/businesses/compliance/#?modal_active=none https://privacy.google.com/businesses/compliance/#?modal_active=none</p> <p>https://safety.google/intl/en/privacy/ads-and-data/</p> <p>https://policies.google.com/privacy?hl=en</p>
<p>Pingdom</p>	<p>Identical to Google Analytics.</p>	<p>https://www.solarwinds.com/general-data-protection-regulation-cloud</p>
<p>Google G Suite</p>	<p>Google offers collaboration & productivity applications under it's G Suite brand of software. SimpleSet uses Google G Suite to host our email. All @simpleset.ca & @simpleset.net emails are handled by Google G-Suite on behalf of SimpleSet</p>	<p>https://privacy.google.com/businesses/compliance/#?modal_active=none</p>
<p>Bambora</p>	<p>Bambora is a service that provides online payment processing for businesses.</p>	<p>https://www.bambora.com/gdpr/</p>

	SimpleSet uses Bambora for processing payments	
Recurly	<p>Recurly is a subscription management platform.</p> <p>SimpleSet uses Recurly to manage Customer accounts and invoices for SimpleSet services. Customer information shared with Recurly is detailed in Appendix A. No End-User data is shared with Recurly.</p>	https://blog.recurly.com/gdp-r-in-the-eu-and-how-it-impacts-subscription-businesses
Zendesk	<p>Zendesk is a customer service software.</p> <p>SimpleSet uses Zendesk to help manage customer service requests sent through email and using the online form.</p> <p>First name, last name, email address and email content, which are collected only for support purposes.</p>	https://support.zendesk.com/hc/en-us/articles/360022366953-Complying-with-GDPR-in-Zendesk-products
Microsoft AZURE	<p>Microsoft AZURE is a cloud computing service.</p> <p>SimpleSet uses Microsoft AZURE for backup of all user data to provide redundancy of systems (disaster recovery).</p> <p>Microsoft AZURE does not access or process data.</p>	https://www.microsoft.com/en-us/TrustCenter/CloudServices/Azure/GDPR

Note: The latest documents are always available on the policy website (<http://grc.329design.ca/policy/login>) by login in as guest. Be sure to check there to get the most up to date version