

A.I.M. PRIVACY POLICY

This Privacy Policy explains how A.I.M. (service of 2197647 Ontario Inc.) may collect, use, and disclose information we obtain through the “Service.”

IMPORTANT NOTE: By accessing or using the Service, you expressly consent to A.I.M.’s use and disclosure of your Personal Information in accordance with the terms and conditions of this Privacy Policy. This Privacy Policy is incorporated into and subject to the terms of the end user license agreement (EULA).

Categories of Personal Data Processed by A.I.M.

PERSONAL DATA THAT IS PROCESSED WHEN YOU CREATE AN A.I.M. ACCOUNT:

When you create an A.I.M. account, we ask you to provide your email address, name and phone number.

PURPOSES AND LEGAL GROUNDS:

(a) A.I.M. processes your email address because you use your email address and your password to sign in to your account. The legal ground for processing your email address for this purpose is based on A.I.M.’s legitimate interest in protecting the security of your account.

(b) A.I.M. also processes your email address for the purpose of sending you important information about your A.I.M. products, apps or account, such as important safety information or material changes to this Privacy Policy. The name you provide is associated with your account profile. The legal ground for processing your email address and name for these purposes is A.I.M.’s legitimate interest in providing you important safety or other information about your A.I.M. products, apps or account or material changes to this Privacy Policy.

(c) A.I.M. also processes your email address to associate it with your A.I.M. account when you interact with our customer support representatives. The legal ground for this processing is our legitimate interest in providing quality customer support.

(d) A.I.M. also processes your telephone number for the purposes of sending you notifications on the status of your aircraft’s inspection and maintenance. The legal ground for processing your phone number for these purposes is A.I.M.’s legitimate interest in providing you important safety information.

PERSONAL DATA THAT IS PROCESSED WHEN YOU MAKE A PAYMENT:

When you make payments through the Service, you may need to provide financial account information, such as your credit card number or bank account information, to our third-party payment processors. This information is provided directly to such payment processors, and we do not collect or store such information, though we may receive summary information about transactions that does not include credit card or bank account numbers.

PURPOSES AND LEGAL GROUNDS:

The legal ground for processing this data for these purposes is performance of a contract. We also process your personal data as part of our fraud detection processes. The legal ground for processing your personal data for that purpose is our legitimate interest in protecting A.I.M. and our customers from attempts to engage in fraudulent transactions.

Your financial account information, such as your credit card, is required to make a payment for a product. The legal ground for processing your email address for this purpose is based on A.I.M.'s legitimate interest in collecting payment for its services.

PERSONAL DATA THAT IS PROCESSED WHEN YOU ADD AN AIRCRAFT TO YOUR A.I.M. PROFILE:

When you add an aircraft to your A.I.M. account, we may ask for additional information, such as the aircraft registration, the make model and serial number of the airframe and the make, model and serial number of the engine.

PURPOSES AND LEGAL GROUNDS:

This information is processed to match your aircraft to specific inspection and maintenance requirements and maintain a history of your aircraft's inspection and maintenance requirements. The legal ground for processing this information is our legitimate interest in providing a better product that matches your aircraft to specific inspection and maintenance requirements.

PERSONAL DATA THAT IS PROCESSED WHEN YOU USE THE APPLICATION:

When you use the A.I.M. app, we process information about you and your device including a device ID, IP address, mobile software and hardware information, pages or areas visited within the Service, what time said pages and areas are visited, and web browser information, so that we can provide and customize functionality, such as push notifications. You may also permit the Service to access your device's contact list and photo storage.

PURPOSES AND LEGAL GROUNDS:

We process this data to provide our customers with a better user experience. The legal ground for processing this information is our legitimate interest in providing a better product that provides the user with a better experience.

PERSONAL DATA THAT IS PROCESSED WHEN YOU COMMUNICATE WITH A.I.M.:

When you interact with our customer support representatives via email, telephone, or online, we collect personal data, such as your name, mailing address, phone number, email address, and contact preferences; and information about the A.I.M. products you own. We also may create event logs that are useful in diagnosing product or app performance-related issues, and capture information relating to the support or service issue. To improve customer service, subject to applicable laws, we may also record and review conversations with customer support representatives, and analyze any feedback provided to us through voluntary customer surveys.

When you contact A.I.M. for technical support, diagnostic data, including logs from the device on which you use our application, may be automatically uploaded to A.I.M. to help the technical support team resolve your concerns.

PURPOSES AND LEGAL GROUNDS:

We use this information to provide you with customer and product support and to monitor the quality and types of customer and product support we provide to our customers. The legal ground for processing this information for these purposes is A.I.M.'s legitimate interests in providing quality product support.

Categories of Recipients of Personal Data

OTHER SERVICE PROVIDERS:

A.I.M. uses cloud services from third parties such as Firebase and RevenueCat, to assist in providing user security, data storage, subscription renewals and to analyze the use and performance of A.I.M. products. Those services track the activities associated with the user. A.I.M. uses this data to analyze the level of engagement with its Service.

OTHER DISCLOSURES:

We may disclose personal data about you to others: (a) if we have your valid consent to do so; (b) to comply with a valid subpoena, legal order, court order, legal process, or other legal obligation; (c) to enforce any of our terms and conditions or policies; or (d) as necessary to pursue available legal remedies or defend legal claims.

Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of A.I.M. assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction as permitted by law and/or contract. We cannot control how such entities may use or disclose such information, and we disclaim any liability arising out of such entity's failure to comply with the terms of the EULA or this Privacy Policy.

Cookies and Similar Technologies

WEBSITE:

To help analyze how you and other visitors navigate the A.I.M. websites, we compile aggregate statistics about site usage and response rates to help diagnose any problems with A.I.M.'s servers, administer the A.I.M. websites, and maintain user experience continuity across website pages and site visits, we, with assistance from third-party analytics service providers, collect certain information when you visit our site. This information includes IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views and page elements (e.g., links) that you click. We may use cookies, pixel tags, web beacons, clear GIFs or other similar tools on our sites or in our email messages to assist us in collecting and analyzing such information. We use this information to provide better, more relevant content on our sites, to identify and fix problems, and to improve your overall experience on our sites.

If you do not want information collected through the use of these technologies, there is a simple procedure in most browsers that allows you to automatically decline many of these technologies, or to be given the choice of declining or accepting them.

A.I.M. APP:

We also collect data from users about their usage of the A.I.M. app. The types of analytical information that are collected include the date and time the app accesses our servers, app version, the location of the device, language setting, what information and files have been downloaded to the app, user behavior (e.g., features used, frequency of use), device state information, device model, hardware and operating system information, and information relating to how the app functions. A.I.M. uses this data to improve the quality and functionality of the A.I.M. app; to develop and market products and features that best serve you and other users; and to help identify and fix app stability issues and other usability problems as quickly as possible.

The legal ground for processing this analytical information is our legitimate interest in understanding how our customers interact with our products, apps, and websites so we can enhance the user experience and functionality of our products, apps, and websites.

Here are examples of third-party providers of analytics and similar services we currently use:

ANALYTICS SERVICES:

AppCenter: AppCenter, which is a Microsoft service, is used to help us better understand usage of the A.I.M. app to improve user experience and to identify and resolve the root causes of app crashes. For more information, see the [Microsoft privacy policy](#).

Google: Google Analytics is used to track site statistics and user demographics, interests and behavior on websites. We also use Google Search Console to help understand how our website visitors find our website and to improve our search engine optimization. For more information, see the [Google privacy policy](#). You may opt out at <https://tools.google.com/dlpage/gaoptout>.

Firebase: A.I.M. uses Firebase to collect diagnostic data. For more information, see the [Firebase privacy policy](#).

RevenueCat: A.I.M. uses RevenueCat to help with in app purchases such as subscription renewals. For more information see the RevenueCat privacy policy at <https://www.revenuecat.com>

Information Security

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. Neither A.I.M., nor its affiliates, nor any of their respective employees, officers or agents or the provider of the internet services on behalf of A.I.M. (nor any other person involved in the management or establishment of the Service) can give any representation or warranty as to the absolute security of the data transmitted using the Service, and cannot give any guarantee that such data will not be compromised by bad actors. If you choose to provide data to or allow collection of data by A.I.M., then you do so understanding the aforementioned risk.

By using the Service or providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Service. If we learn of a security system's breach, we may attempt to notify you electronically by posting a notice on the Service or sending an email to you. You may have a legal right to receive this notice by mail.

Marketing

We do not rent, sell or share Personal Information about you that would link your aircraft inspection and maintenance data directly to you. We may rent, sell, or share information about the inspection and maintenance history tied to an engine type and/or aircraft type. We may allow access to other data collected by the Service to send

information we think may be useful or relevant to you. Note that we may use your name, usage history and email address without further consent for non-marketing or administrative purposes (such as notifying you of major updates, customer service needs, tips on using the Service, notifications of unused features of the Service, or items for which you have requested communication).

Legal and Similar Disclosures

We may access, preserve, and disclose collected information, if we believe doing so is required or appropriate to: (i) comply with law enforcement requests and legal process, such as a court order or subpoena; (ii) respond to your requests; (iii) comply with the law; (iv) investigate, prevent, take action, or enforce compliance with regard to a violation of the EULA or this Privacy Policy; (v) investigate, prevent or take action regarding illegal activities or suspected fraud; or (vi) protect your, our, or others' rights, property, or safety.

Privacy Policy Updates

We may update this Privacy Policy from time to time as we add new products and apps, as we improve our current offerings and as technologies and laws change. You can determine when this Privacy Policy was last revised by referring to the "Last updated" legend at the top of this page. Any changes will become effective upon our posting of the revised Privacy Policy.

We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice will be provided by email or by posting notice of the changes on the A.I.M. website and through the A.I.M. app.

Retention of Personal Data

We will retain your personal data as long as your A.I.M. account is active. In addition, see below under "Your Rights" for a description of your right of erasure.

Contact Information: If you have any questions or comments about this notice, the ways in which A.I.M. collects and uses your information described in this section, your choices and rights regarding such use, please do not hesitate to contact us at: aimforsafety.ca