



Website Privacy Policy

Effective July 29, 2024

Haivision respects your privacy and is committed to protecting your personal data. This Privacy Policy will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you. This Privacy Policy applies to our website visitors and anyone who engages with our marketing activities or our support or documentation portals, or our mobile applications. You may be asked to provide your personal data anytime you are in contact with Haivision, including, for example, by visiting our websites (regardless of where you visit from). Haivision may share this personal data and use it consistent with this Privacy Policy. You are not required to provide the personal data that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

This Privacy Policy does not apply to information collected by any third-party, including through any application or content (including advertising) that may link to or be accessible from our websites.

This Privacy Policy also does not apply to your use of the technology solutions described on our website (with the exception of our mobile applications). You can read the policy that applies to your use of our technology solutions here: <https://www.haivision.com/legal/technology-privacy-policy/>.

Purpose Of This Privacy Policy

This Privacy Policy aims to give you information on how Haivision collects, receives, uses, stores, shares, transfers, and processes your personal data, as well as your rights in determining what we do with the information that we collect or hold about your personal data through your use of the Haivision corporate website at www.haivision.com and its subdomains, including use of our mobile application websites (collectively, “**our websites**”), including any information you may provide through our websites when you request prepared information, when you complete one of our online forms.

Please note that our websites are not intended for children. No one under age 18 may provide any information to or on our websites. We do not knowingly collect personal data from children.

It is important that you read this Privacy Policy together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your information. This Privacy Policy supplements the other notices and is not intended to override them.

Controller

Haivision is made up of different legal entities. This Privacy Policy is issued on behalf of Haivision Systems Inc., and its affiliates so when we mention “Haivision”, “we”, “us” or “our” in this Privacy Policy, we are referring to the relevant Haivision entity responsible for processing your information. Haivision Systems Inc. is the controller and responsible for our websites.

We have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests to exercise your rights as provided under “Your Legal Rights” below, please contact our DPO by emailing dpo@haivision.com.

Third-Party Links

Our websites may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our websites, we encourage you to read the privacy policy of every website you visit.

The Information We Collect About You

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity data** includes first name, last name, username or similar identifier, title, date of birth and gender.

- **Contact data** includes your address, email address and telephone numbers.
- **Technical data** includes internet protocol (IP) address, Media Access Control (MAC) numbers, your login data, browser type and version, and time zone setting, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our websites.
- **Profile data** includes your interests, preferences, feedback and survey responses.
- **Usage data** includes information about how you use our website.
- **Marketing and communications data** includes your preferences in receiving marketing from us and/or marketing firms we engage and your communication preference.

We also collect, use and share **aggregated data** such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

How Is Your Personal Data Collected?

We use different methods to collect information from and about you including through:

- **Direct interactions.** You may give us your identity data and contact data by filling in forms or by corresponding with us by post, phone, email, chat or otherwise. This includes personal data you provide when you:
 - Request prepared information;
 - request a demo of one of our solutions;
 - request marketing to be sent to you; or
 - give us feedback.
- **Automated technologies or interactions.** As you interact with our websites, we may automatically collect technical data (as such term is detailed above) about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites employing our cookies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties such as technical data from the following parties: (a) analytics providers; (b) advertising networks; and (c) search information providers.

How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where it is necessary for our legitimate interests (or those of a third-party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by clicking [here](#).

Purposes For Which We Will Use Your Personal Data

We use information that we collect about you or that you provide to us, including any personal data as follows:

- To present our websites and their contents to you.
- To provide you with information that you request from us.
- To fulfill any other purpose for which you request.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our websites or any technology solutions we offer.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your information. Please contact us if you need details about the specific legal ground we are relying on to process your personal data.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional Offers From Us

We may use your identity data, contact data, technical data, usage data, and profile data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us if you have not opted out of receiving that marketing.

Third-Party Marketing

we will get your express opt-in consent before we share your personal data with any company outside Haivision for marketing purposes, including service providers who perform marketing services on our behalf, such as conducting surveys, sending communications to you on our behalf, or providing advertisements to you.

Third-Party Use Of Cookies And Other Tracking Technologies

Some content or applications on our websites are served by third parties, including content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our websites. The information they collect may be associated with your personal data or they may collect information, including personal data, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Opting Out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

If you are based in the United States, you can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website at <https://optout.networkadvertising.org/>. If you are based in the European Union you may visit the website of the European Interactive Digital Advertising Alliance ("EIDAA") at <https://edaa.eu/> as well as of the European Advertising Standards Alliance ("EASA") at <https://www.easa-alliance.org/>.

Please note that you may continue to see advertisements, but they will no longer be tailored to your interests.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a solution purchase, warranty registration, solution experience or other transactions.

Cookies

We and our service providers use technologies on our websites and services to collect information, such as time spent on page, OS operating system, device, page visits, internet protocol (IP) address, browser type and version, that helps us improve the quality of our websites and services and the online experience of our visitors and users. In this Privacy Policy, we refer to these technologies, which include cookies (small text files stored on your computer or mobile device to remember your actions or preferences over time) and tracking technologies, such as JavaScript and similar technologies from third-party providers, collectively as "cookies." Cookies allow us to personalize your return visits to our sites and services and to save you time during certain activities, such as remembering your user preferences.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. While we take all reasonable steps to protect the privacy of our website visitors, we cannot promise that our websites will address every browser setting or honor every personal browser preference.

Change Of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Disclosures Of Your Personal Data

We may have to share your personal data with third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Privacy Policy.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose your personal data as required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

Transfers Of Personal Data Outside The EEA

We share your personal data within Haivision. This may involve transferring your information outside the country you are

located in, including countries in the European Economic Area (EEA).

Certain of our external third parties are also based outside the European Economic Area (EEA) so their processing of your personal data will also involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure an adequate degree of protection is afforded to it by ensuring that when we share your personal data within Haivision or with service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA. In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. We may use encryption, secure socket layer, firewalls, physical lock and key, internal restrictions, password protection and other security measures to help prevent unauthorized access to your personal data. We use standard security protocols and mechanisms for the transmission of personal data. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so. Notice will be given promptly, consistent with the legitimate needs of law enforcement and any measures necessary for Haivision or law enforcement to determine the scope of the breach and to assure or restore the integrity of the data system. Haivision may delay notification if Haivision or a law enforcement agency determines that the notification will impede a criminal investigation, unless and until Haivision or the agency determines that notification will not compromise the investigation. If you have any questions about the security of your personal data, you can contact us.

Data Retention And For How Long Will You Use My Personal Data?

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances you can ask us to delete your information: see "Your Legal Rights" below for further information. In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your Legal Rights

Under applicable law and depending on the country where you are located, you may have the right to:

- Request access to your personal data (commonly known as a "data subject access request").
- Request correction of the personal data that we hold about you.
- Request erasure of your personal data. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request. You have the right to request erasure of your personal data by clicking [here](#).
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third-party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms. You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.
- Request restriction of processing of your personal data.
- Request the transfer of your personal data to you or to a third-party. We will provide to you, or a third-party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Under certain circumstances we will not be able to fulfill your request, such as if it interferes with our regulatory obligations, affects legal matters, we cannot verify your identity, or it involves disproportionate cost or effort, but in any event, we will respond to your request within a reasonable timeframe and provide you an explanation.

Please note that for personal data about you that we have obtained or received for processing on behalf of a separate, unaffiliated entity—which determined the means and purposes of processing, all such requests should be made to that entity directly. We will honor and support any instructions they provide us with respect to your personal data,

Contact Details

If you have an unresolved privacy or data use concern that we have not addressed, or any questions or comments about this Privacy Policy or our privacy practices, please contact us using the details below.

You may contact us at legal@haivision.com or as follows:

Haivision Systems Inc.

2600 Alfred-Nobel, Suite 500
Montreal, Quebec H4S 0A9 Canada
Attention: Legal

EU Data Subjects

You have the right to make a complaint at any time to your local supervisory authority for data protection issues. We would, however, appreciate the chance to deal with your concerns before you approach your supervisory authority, so please contact us in the first instance.

No Fee Usually Required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What We May Need From You

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time Limit To Respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made more than one request. In this case, we will notify you and keep you updated.

What is a Third-Party?

Internal third parties includes Haivision and any of its affiliates, which may act as joint controllers or processors and who are based in locations, including those located outside of the EU, and provide IT, HR, and system administration services and undertake leadership reporting.

External third parties may be:

- Service providers acting as processors who provide IT and system administration services.
- Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services. If you do not want us to share your personal data with these companies, please contact us.
- Regulators and other authorities acting as processors or joint controllers who require reporting of processing activities in certain circumstances.

Changes To The Privacy Policy And Your Duty To Inform Us Of Changes

We reserve the right to change the terms of this Privacy Policy at any time. When we do, we will post the revised Privacy Policy to our websites and the last revision date of revision will be updated so that you will always be able to understand what information we collect, how we use your information, and under what circumstances we may share your information with others.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us by contacting us.