

Privacy Statement

Effective as of January 1st, 2023

Canopé Sàrl (collectively, « Canopé Sàrl », « we », or « us ») respects the privacy of its customers, business partners and Website (as defined below) visitors.

The following Privacy Statement explains who we are and the different ways in which we collect, use, and disclose personal data about you, and how you can exercise your privacy rights. Please take the time to read this Privacy Statement and the related statements in their entirety to ensure you are fully informed.

If you have any questions or concerns about our use of your personal data, please contact us through Website contact form (<https://canope.net/eng/contact.html>)

PRIVACY STATEMENT

Our Privacy Statement covers our privacy practices as a controller with respect to the collection, use, and disclosure of information obtained: (i) through the Canopé Sàrl websites that link to this Privacy Statement (our « Website») and (ii) any marketing related activities which we are involved in.

COOKIES POLICY

Our Cookies Policy addresses how we use cookies and other similar tracking technologies when you visit our websites or use our products.

Purpose and scope

Canopé Sàrl including its subsidiaries and affiliates (collectively, « Canopé Sàrl," "we," or "us") respects the privacy of users of its Website (as defined below) and of individuals with whom we may otherwise interact with for marketing purposes (collectively, "Data Subjects").

This Privacy Statement (the "Privacy Statement") applies to our collection, use, and disclosure as controller of: (i) information obtained through the Canopé Sàrl website that link to this Privacy Statement ("Website"); (ii) marketing communications that we issue to you where we have obtained your contact details in some other manner.

About us

Canopé Sàrl decarbonizes companies information systems. Our cloud-based platform and products streamline and simplify how companies measure, reduce and pilot their information system footprint. We are headquartered in Neuchâtel, Switzerland.

For more information about Canopé, please see the Team section of our Website.



How we obtain information

We collect several types of information from and about Data Subjects that broadly fall into the following categories.

1. INFORMATION WE COLLECT FROM YOU:

- When filling out forms on our Website (including without limitation, name, email address and telephone number).
- When you register to use a demo or developer instance of our cloud service.
- When you contact us.
- When you complete our surveys.
- When you register for or attend an Event (which may include photographs, audio, and video recordings of Event attendees).
- Other information you may submit to us related to your use of our Website or attendance to an Event (including without limitation, billing information).

2. INFORMATION FROM THIRD PARTIES OR INFORMATION WHICH IS PUBLICLY AVAILABLE.

From time to time, we may collect and use information we receive about you from third parties in connection with your use of the Website or attendance to an Event or other marketing related activities. For instance, we may receive information about you from our business partners related to your registration information for Events or from other vendors where you have expressed an interest in Canopé products (including by using a Canopé product demo or giving consent to receiving marketing materials). We also use third parties for reporting and analytics to measure the effectiveness of our Website and marketing efforts, and to identify areas for improvement.

We may combine information we collect from third parties with information you provide us to update, expand, or provide you with tailored information regarding our products, services, and Events. We may also collect information about you where you have made it publicly available.

3. INFORMATION WE COLLECT AS YOU NAVIGATE THROUGH THE WEBSITE.

As you navigate through the Website, we may also automatically collect details about your visits to the Website, including your IP address, usage patterns, traffic data, location data, logs, other communication data, and the resources that you access, as well as information about your device and internet connection, including your operating system and browser type.

We also collect some of this information using cookies and similar tracking technologies through others that we engage to provide analytics services, serve advertisements. For detailed information on our cookies, please see our Cookie Policy.

How we use information collected

We may process personal data that we collect about you for the following purposes:

- To operate, maintain, and improve our Website.
- To register you for Events you sign up for with us and populate profiles for you in our records.
- To provide you with information about products or services that you request from us. To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including without limitation, our Website Terms of Use.
- To notify you about changes to our Website or obtain any required consent.
- To allow you to participate in interactive features of our Website, when you choose to do so.
- For industry analysis, benchmarking, analytics, marketing, and other business purposes.
- To track your browsing behaviour, such as the pages you visited over time, for analytics and advertising purposes.
- To communicate with you about Events.
- To contact you for marketing purposes, in accordance with your marketing preferences (for example, we may use your information to contact you to further discuss your interests in our services and products or other Events).
- To promote our products, services, or Events on our social media accounts (for example, by using photographs, audio, and video recordings of Events which you may have attended).

If you ask us to contact you about goods and services, we may use your personal data, or permit selected third parties to use your personal data, to contact you about such goods and services. You can withdraw consent at a later time by clicking on the “unsubscribe” link located in the emails we send you.

Legal basis for processing

Our legal basis for collecting and using the personal data described above will depend on the personal data concerned and the specific context in which we collect it.

To the extent that we process personal data as data controller, we normally do so on the basis of our legitimate business interest to do so (taking into account the fundamental privacy rights of any relevant individuals), and / or in performance of a contract, and / or on the basis of compliance with a legal obligation, and / or on the basis of consent, depending on the specific activity involved.

How we disclose information collected

We may disclose personal data about you to the following categories of recipients.

- To our global *subsidiaries* who will use it only for the purposes described in this Privacy Statement.
- To our *contractors, business partners and service providers* we use to support our business or who provide services on our behalf. If you choose to disclose your information to business partners or sponsors, your information will be subject to the respective business partner or sponsor’s privacy statement.
- To a *potential buyer* (and its agents and advisors) in connection with any proposed merger, acquisition, or any form of sale or transfer of some or all of our assets (including in the event of a reorganisation, dissolution or liquidation), in which case personal data held by us about you will be amongst the assets transferred to the buyer or acquirer.
- To *any competent law enforcement body, regulatory, government agency, court or other third party* to: (i) comply with relevant laws and regulations, including court order, a request from any competent law enforcement agency, or any other legal obligation; (ii) enforce or apply our Website Terms of Use, or terms of any other agreement, or to take action



regarding violations of our policies; (iii) protect the rights, property, or safety of Canopé products, its affiliates, employees, agents, or others, (iv) defend against a legal claim.

- To any other user of the site or any other sites in the Canopé ecosystem, where you choose to make that information public.
- To any other person with your consent to the disclosure.

We may also disclose aggregated or de-identified information that cannot reasonably be used to identify you. Canopé processes, maintains, and uses this information only in a de-identified fashion and will not attempt to re-identify such information, except as permitted by law.

International transfer of data

Canopé stores and processes any personal data collected in connection with Data Subjects in: (i) any country where we have facilities, (ii) any country in which we engage service providers; or (iii) any country where Events are held.

Security and confidentiality

Canopé maintains appropriate technical and organisational measures designed to protect the personal data of Data Subjects from accidental or unlawful destruction, loss, alteration, unauthorised disclosure, and access. Canopé personnel and service providers with access to personal data of Data Subjects are required to keep such information confidential and secure.

Retention

We will retain your personal data if we have a business need to do so or for as long as is needed to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required by law (for example, to comply with applicable legal, tax, or accounting requirements).

When we have no ongoing legitimate business need to process your personal data, we will either delete or anonymise it or if this is not possible (for example, because your personal data has been stored in backup archives), then we will securely store your personal data and isolate it from any further processing until deletion is possible.

Your privacy choices

In accordance with applicable laws, we provide you with certain choices regarding the information you provide to us. Depending on where you reside, you may have the following rights:

- If you wish to *access, correct, update, or request deletion* of your personal data, you can contact us. Event registrants and attendees may update their user profiles for Events we host by logging into the applicable event website or registration page.
- If you do not wish to receive our email *marketing communication* for promotional purposes, you may opt out by clicking on the “unsubscribe” link in the marketing emails we send you. To opt out of other forms of marketing (such as telemarketing), please contact us.
- In addition, if we process your personal data in reliance upon your consent, you can contact us at any time to *withdraw your consent*.
- You have the *right to complain to a data protection authority* if you are unhappy about our collection and use of your personal data.
- Under applicable laws, you may have the *right to appeal* where we make a decision in relation to your request regarding your personal data. To exercise this right, you may contact us.



- Certain jurisdictions provide their residents with additional control over how their personal data is “shared,” “sold,” or used for “targeted advertising” under applicable law. We use cookies and similar tracking technologies to analyze use of our Website and interactions with our marketing communications. As described in the “How We Obtain Information” section above, we also use these technologies for cross-context behavioural advertising.
- Alternatively, Website Users may opt out by broadcasting a legally recognized opt-out preference signal, such as the Global Privacy Control (on the browsers and/or browser extensions that support such a signal). Please note that, depending on which legally recognized opt-out preference signal you use, our processing of the signal may be limited to the specific browser or device that you are using. You may need to renew your opt-out choice if you use a different browser or device to access our Website.

Please note that in order to fulfill your request, we may need you to provide certain information to verify your identity. Additionally, depending on where you reside, you can use an authorized agent to exercise your rights. We may request evidence that you have provided such agent with authority to submit requests on your behalf, and / or ask that you verify your identity directly with us. If you are an authorized agent seeking to make a request, please contact us at info@canope.net. To exercise certain of your rights under applicable laws, you may contact us using our Contact form.

General

THIRD PARTY WEBSITES AND APPLICATIONS

This Website may link to websites that are not owned or controlled by Canopé. As such, this Privacy Statement does not apply to information collected on any third-party site or by any third-party application that may link to or be accessible from the Website. This Privacy Statement does not apply to information collected by customers, our business partners, and other third parties, or third-party applications or services, even if this information is collected using our Website or at Events.

PUBLIC FORUMS AND BLOGS

Please note that any information you post or disclose in public forums will become public information, and may be available to users and the general public. We urge you to be very careful when deciding to disclose your personal data, or any other information in our public forums. Proper access and use of information provided on the Website, including contributions to our public forums, is governed by our Website Terms of Use and known or suspected violations should be reported to us.

CHILDREN

We do not knowingly collect personal data from anyone under the age of 16. If you are under 16, please do not attempt to fill out our forms or send any personal data about yourself to us. If we learn that we have collected personal data from a child under age 16, we will delete that information promptly.

CHANGES TO OUR PRIVACY STATEMENT

Canopé reserves the right to update or change this Privacy Statement from time to time. If we make material changes to this Privacy Statement, we will notify you through an appropriate online notice or other means (which may include, if we have your contact details, notification by email). We ask that you review the Privacy Statement periodically to stay informed about any updates or changes that we may have made.



You can see when this Privacy Statement was last updated by checking the “effective as of” date displayed at the top of this Privacy Statement.

Contact Information

To ask questions or comment about this Privacy Statement and our privacy practices or if you need to update, change or remove your information or exercise any other rights, contact us at info@canope.net. This website is operated by Canopé Sàrl.

Canopé Sàrl
Rue Pierre-à-Mazel 39, c/o Microcity SA
2000 Neuchâtel
Switzerland