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1. INTRODUCTION

Catalyst Channel Marketing (“we,” “us,” or “our”) values your privacy and is committed to protecting personal information in accordance with applicable privacy laws and recognized privacy principles.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit or interact with our website, services, or communications.

By accessing or using our website, you acknowledge that you have read and understood this Privacy Policy.

We comply with applicable privacy laws, including:

- Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA)
- Canada’s Anti-Spam Legislation (CASL)

For individuals accessing our website from outside Canada, we apply generally recognized privacy principles such as transparency, purpose limitation, and data minimization where applicable.

2. DATA CONTROLLER INFORMATION

For the purposes of applicable privacy laws, the organization responsible for your personal information is:

Company Name: Catalyst Channel Marketing

Business Address: Catalyst Group, 2323 Winston Park Drive Unit #2, Oakville, ON L6H 6R7, Canada

Email Contact: privacy@catalystbiz.com

All privacy-related inquiries should be directed to the contact above.

3. INFORMATION WE COLLECT

3.1 Information You Provide

We may collect personal information that you voluntarily provide, including when you:

- Fill out forms on our website
- Contact us directly
- Subscribe to communications
- Request information or support

This may include:

- Name

- Email address
- Phone number
- Company name
- Any message or content you submit

3.2 Information Collected Automatically

When you visit our website, we may collect limited technical information such as:

- IP address
- Browser type and version
- Device information
- Pages visited and time spent
- Referral source
- General geographic region (not precise location)
- Website interaction and usage data

This information is used to improve website functionality, performance, security, and user experience.

3.3 Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Ensure website functionality
- Improve website performance and usability
- Understand website usage and engagement
- Support marketing and analytics (with consent)

Cookies may be set by us or by trusted third-party service providers that support analytics, communications, marketing, customer relationship management (CRM), hosting, and operational functions.

We may use trusted third-party analytics, marketing, and CRM tools to better understand website engagement, improve communications, and support business operations.

4. COOKIE CONSENT

When you first visit our website, you will be presented with a cookie consent banner allowing you to:

- Accept non-essential cookies
- Decline non-essential cookies

Only strictly necessary cookies required for website operation are enabled by default.

Non-essential cookies, including analytics and marketing cookies, are activated only with your consent where required by applicable law.

Consent preferences may be stored for a limited period unless updated or reset due to changes in our privacy practices or legal requirements.

5. HOW WE USE INFORMATION

We use personal information to:

- Operate, maintain, and improve our website and services
- Respond to inquiries and provide support
- Communicate with you regarding services, updates, or requests
- Analyze website usage and engagement trends
- Improve marketing and communication effectiveness
- Send marketing communications where permitted by law or with consent
- Manage customer and business relationships
- Ensure security and prevent fraud
- Comply with legal, regulatory, and contractual obligations

We limit the collection and use of personal information to what is reasonably necessary for these purposes.

6. MARKETING, ANALYTICS, AND COMMUNICATION TOOLS

We may use trusted third-party service providers to support functions including:

- Email communications
- Customer relationship management (CRM)
- Marketing automation

- Website analytics and engagement tracking
- Communication and campaign management
- Website hosting and operational support

These providers may use cookies or similar technologies to help us understand website performance, communication effectiveness, and user engagement, subject to applicable consent requirements.

We take reasonable steps to work with providers that maintain appropriate privacy and security standards and that process personal information only as necessary to provide services on our behalf.

Additional information about third-party providers may be made available upon request where required by applicable law.

7. EMAIL COMMUNICATIONS (CASL COMPLIANCE)

We may send marketing or promotional emails only where permitted under applicable law and with appropriate consent.

All marketing emails:

- Clearly identify the sender
- Include accurate contact information
- Provide an unsubscribe option

You may withdraw consent at any time using the unsubscribe link or by contacting us.

8. SHARING OF INFORMATION

We do not sell or rent personal information.

We may share personal information with trusted third-party service providers that support our business operations, including providers that assist with communications, hosting, analytics, security, and technical services.

These providers may only use information to perform services on our behalf and are expected to maintain appropriate safeguards for protecting personal information.

We may also disclose information where required by law, regulation, legal process, or to protect our legal rights.

9. INTERNATIONAL DATA PROCESSING

Some of our service providers may process or store information outside of Canada, including in the United States or other jurisdictions.

We may use third-party providers to support marketing, analytics, CRM, communications, hosting, and website functionality.

As a result, your information may be subject to the laws of those jurisdictions and may be accessible to courts, regulators, or law enforcement authorities where legally required.

10. DATA RETENTION

We retain personal information only for as long as necessary to:

- Fulfill the purposes for which it was collected
- Comply with legal and business obligations
- Resolve disputes
- Maintain business records

When personal information is no longer required, we take reasonable steps to securely delete, anonymize, or destroy it.

11. DATA SECURITY

We use reasonable technical and organizational safeguards to protect personal information, including:

- Access controls
- Secure infrastructure
- Monitoring and security practices

We regularly review our security practices and administrative safeguards to help protect personal information from unauthorized access, disclosure, or misuse.

However, no system can guarantee absolute security.

12. YOUR RIGHTS

Depending on applicable laws, you may have the right to:

- Access your personal information

- Request correction of inaccurate information
- Withdraw consent for marketing communications
- Request deletion where applicable

To exercise these rights, contact us using the information provided above.

13. DO NOT TRACK

Some browsers offer “Do Not Track” signals. Our website does not currently respond to these signals due to lack of industry standardization. You can control tracking through our cookie consent banner.

14. CHILDREN’S PRIVACY

Our services are not intended for individuals under the age of 13 (or equivalent minimum age in applicable jurisdictions). We do not knowingly collect personal information from minors.

15. THIRD-PARTY LINKS

Our website may contain links to third-party websites. We are not responsible for their privacy practices or content.

16. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or business operations.

When updates are made, we will revise the “Last Updated” date at the top of this Privacy Policy.

Where changes materially affect how we collect, use, disclose, or process personal information, users will be prompted to review the updated Privacy Policy and renew their consent preferences through our cookie consent tools or other appropriate mechanisms, where applicable.

17. CONTACT INFORMATION

If you have questions about this Privacy Policy, contact:

Email: privacy@catalystbiz.com

Company: Catalyst Channel Marketing

Address: Catalyst Group, 2323 Winston Park Drive Unit #2, Oakville, ON L6H 6R7, Canada