

Privacy Policy

Last modified: January 14, 2026

INTRODUCTION

Arboriculture Canada Training & Education Ltd. ("**Company**" or "**We**") respect your privacy and are committed to protecting the information entrusted to us by our customers. We manage your information in accordance with Alberta's *Personal Information Protection Act* and other applicable laws. This policy outlines the principles and practices we follow in protecting your information. We comply with this policy.

This policy describes:

- How we collect, use, disclose, and protect the personal information of our customers and website users ("**you**").
- Describes the types of information we may collect from you or that you may provide when you visit the website: <https://www.arborcanada.com> (our "**Website**").
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

We will only use your personal information in accordance with this policy unless otherwise required by applicable law. We take steps to ensure that the personal information that we collect about you is adequate, relevant, not excessive, and used for limited purposes.

Privacy laws in Canada generally define "personal information" as any information about an identifiable individual, which includes information that can be used on its own or with other information to identify, contact, or locate a single person. Personal information DOES NOT include business contact information, including your name, title, or business contact information.

This policy applies to information we collect, use, or disclose about you:

- On our Website.
- In any electronic messages between you and our Website.
- When you interact with our advertising and applications on third-party websites and services if those applications or advertising include links to this policy.

The Website may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. If you follow a link to a third-party website or engage a third-party plugin, please note that these third parties have their own privacy policies and we do not accept any responsibility or liability for these policies. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

This policy DOES NOT apply to information that:

- We collect offline or through any other means, including on any other Company or third-party website.

- You provide to or is collected by any third party, through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices for collecting, processing, and storing your information. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you indicate that you understand, accept, and consent to the practices described in this policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of this Website after we make changes indicates that you accept and consent to those changes, so please check the policy periodically for updates. We will notify you in advance of any material changes to this policy and obtain your consent to any new ways that we collect, use, and disclose your personal information.

INFORMATION WE COLLECT ABOUT YOU

We collect and use several types of information from and about you, including:

- **Personal information**, that we can reasonably use to directly or indirectly identify you, such as your name, mailing address, e-mail address, telephone number, Internet protocol (IP) address used to connect your computer to the Internet, user name or other similar identifier, billing and account information, and any other identifier we may use to contact you ("**personal information**").

We provide an opportunity for any user to opt-out of contact for marketing purposes on an ongoing basis by using the unsubscribe mechanism at the bottom of our e-mails, or e-mail us at info@arborcanada.com.

- **Non-personal information**, that does not directly or indirectly reveal your identity or directly relate to an identifiable individual, such as, demographic information, or statistical or aggregated information. Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal information. For example, we may aggregate personal information to calculate the percentage of users accessing a specific Website feature.
- **Technical information**, including your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, or information about your internet connection, the equipment you use to access our Website, and usage details.
- **Non-personal details about your Website interactions**, including the full Uniform Resource Locators (URLs), clickstream to, through and from our Website (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, or any phone number used to call our customer service number.

HOW WE COLLECT INFORMATION ABOUT YOU

We use different methods to collect your information, including through:

- **Direct interactions with you when you provide it to us**, for example, by filling in forms or corresponding with us by phone, email, or otherwise.
- **Your organization may provide it to us**. While we typically collect personal information directly from you, in some cases, we may receive your information from another individual within your organization, for example, when a company representative registers you for a course or provides your contact details on your behalf.
- **Automated technologies or interactions**, as you navigate through our Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- Third parties or publicly available sources.

Information You Provide to Us

The information we collect directly from you on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use the trainings and courses on our Website, paying for our trainings or courses, and or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your search queries on the Website.

Information We Collect Through Cookies and Other Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use cookies or other automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.
- Usage Data such as browser version, pages visited, time and date of visits, time spent on pages, unique device identifiers, and other diagnostic data.

We may also use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). To learn more or to opt-out of tailored advertising please contact us at info@arborcanada.com.

The information we collect automatically is statistical information and may include personal information. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed from our Website which is stored on user devices, such as on the hard drive of your computer. A cookie contains a small amount of data, which may include without limitation, an anonymous unique identifier. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third Party Use of Cookies and Other Tracking Technologies

Some content or applications on the Website, including but not limited to, advertisements, may be served by third parties, including without limitation, advertisers, ad networks and servers, 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 Website. The information they collect may be associated with your personal information or they may collect information, including personal information, 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 (behavioural) advertising or other targeted content.

You can opt-out of several third-party ad servers' and networks' cookies simultaneously by using an opt-out tool created by the **Digital Advertising Alliance of Canada** or an opt-out tool created by the **Network Advertising Initiative**. You can also access these websites to learn more about online behavioural advertising and how to stop websites from placing cookies on your device. Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

We do not control these third parties' tracking technologies or how they are used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information about how you can opt out of receiving targeted

advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

HOW WE USE YOUR INFORMATION

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

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us, including, where applicable and without limitation, enrolling you in a training program, contacting you about appointments, notifying you of upcoming events of interest, and informing you of new or updated service offerings.
- To fulfill the purposes for which you provided the information or that were described when it was collected, or any other purpose for which you provide it.
- To provide you with notices about your account and course registration, including any applicable notices.
- To carry out our obligations and enforce our rights arising from any contracts with you, including for billing and collection or to comply with legal requirements.
- To collect any outstanding payments owed to our Company, if necessary.
- To notify you about changes to our Website, or any products or services we offer or provide through it.
- To improve our Website, products or services, marketing, or customer relationships and experiences (including following up to determine your satisfaction with our products and services).
- To measure or understand the effectiveness of the advertising we serve to you and others, and to deliver relevant advertising to you.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own or our corporate partners' goods, services, products, courses, programs, and other offerings that may be of interest to you, as permitted by law. If you do not want us to use your information in this way, please use the unsubscribe mechanism at the bottom of our e-mails or e-mail us at info@arborcanada.com. For more information, see [Choices About How We Use and Disclose Your Information](#).

DISCLOSURE OF YOUR INFORMATION

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect, or you provide as described in this privacy policy:

- In accordance with applicable law, to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Arboriculture Canada Training & Education Ltd.'s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Arboriculture Canada Training & Education Ltd. about our customers and users is among the assets transferred.
- To contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request, in accordance with applicable law.
- To enforce or apply our terms of use, terms of sale, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Arboriculture Canada Training & Education Ltd., our users, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

TRANSFERRING YOUR PERSONAL INFORMATION

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.

We may process, store, and transfer your personal information in and to a foreign country, including, United States of America, Canada, United Kingdom, Germany, France, Japan, Australia which may have different privacy laws that may or may not be as comprehensive as Canadian law. Personal information may be processed in these countries for purposes such as system maintenance and technical support, analytics and performance monitoring, integration with third-party applications (such as CRM and accounting systems), payment processing and billing, compliance with legal and regulatory requirements, fraud prevention and security monitoring. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the

laws of the foreign country. Whenever we engage a service provider, we require that its privacy and security standards adhere to this policy and applicable Canadian privacy legislation.

You can access our written policies and practices regarding service providers outside Canada in this section of our Privacy Policy. If you have any questions about the collection, use, disclosure, or storage of personal information by service providers outside Canada, please refer to the [Contact Information and Challenging Compliance](#) section, where you will find the details of our Privacy Officer who can assist you.

By submitting your personal information or engaging with the Website, you consent to this transfer, storage, or processing.

CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Website may not be accessible or may not function properly. For more information about tracking technologies, see [Information We Collect Through Cookies and Other Automatic Data Collection Technologies](#).
- **Promotional Offers from the Company.** If you have opted in to receive certain emails from us but no longer wish to have your email address used by the Company to promote our goods, services, courses, programs, and other offerings that may be of interest to you, you can opt-out by clicking the unsubscribe link we have included in the email or e-mail us at info@arborcanada.com. This opt-out does not apply to information provided to the Company as part of a product or course purchase, product service experience, or other transactions.
- **Targeted Advertising.** We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of several third party ad servers' and networks' cookies simultaneously by using an opt-out tool created by the **Digital Advertising Alliance of Canada** or an opt-out tool created by the **Network Advertising Initiative**. You can also access these websites to learn more about online behavioural advertising and how to stop websites from placing cookies on your device. Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

DATA SECURITY

The security of your personal information is very important to us. We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. We will promptly notify the Office of the Information and Privacy Commissioner of Alberta of any security breach involving

personal information that poses a real risk of significant harm to individuals. We store all information you provide to us behind firewalls on our secure servers.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

DATA RETENTION

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information 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. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent. If your personal information is not anonymized, it will be securely destroyed.

CHILDREN UNDER THE AGE OF 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at info@arborcanada.com.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes. By law you have the right to request access to and to correct the personal information that we hold about you.

If you want to review, verify, correct, or withdraw consent to the use of your personal information you may send us an email at info@arborcanada.com to request access to, correct, or delete any personal information that you have provided to us. If we determine that an error or omission exists, we will correct the information as soon as reasonably possible. We may not accommodate a request to change information if we believe the change would violate any law or

legal requirement or cause the information to be incorrect. If we decide not to make a correction, we will annotate the personal information under our control with the correction that was requested but not made. We may charge you a fee to access your personal information, however, we will notify you of any fee in advance. If a fee applies, we will provide you with a written estimate before processing your request. Processing will pause until you have accepted the estimate and, if required, paid any deposit. If we do not receive a response to the estimate within 30 days, we may consider your request withdrawn. Any remaining balance of the fee is payable at the time the information is delivered. We may decline to provide the requested information until the total fee is paid.

If we have disclosed incorrect information to other organizations, we will notify them of the correction where it is reasonable to do so. We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

We will provide access to your personal information, subject to exceptions set out in applicable privacy legislation. Examples of such exceptions include:

- Information protected by solicitor-client privilege.
- Information that is part of a formal dispute resolution process.
- Information that is about another individual that would reveal their personal information or confidential commercial information.
- Information that is prohibitively expensive to provide.

Please note that we will not correct or otherwise alter an opinion, including a professional or expert opinion.

When we receive a written request to access or correct your personal information, we will inform you whether access will be granted (in full or in part) and when access will be provided. If access is refused, we will provide the reasons and give you the name or title of a contact who can answer your questions. We will also advise you of your right to request a review by the Office of the Information and Privacy Commissioner of Alberta. For correction requests, we will inform you of the action taken, provide a contact for questions, and also advise you of your right to request a review by the Office of the Information and Privacy Commissioner of Alberta.

If you are concerned about our response or would like to correct the information provided, you may contact our Privacy Officer at nancy@arborcanada.com.

CONSENT AND VARYING OR WITHDRAWING YOUR CONSENT

Consent is implied when you voluntarily provide personal information through our website, including, without limitation, by registering for a course, completing a web form, or sending us an email. If personal information is provided to us by another individual within your

organization (for example, when a company representative registers you for a course), we assume that you have authorized this disclosure.

Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to vary or withdraw your consent under certain circumstances. To vary or withdraw your consent, if applicable, contact us at **info@arborcanada.com**. Please note that if you vary or withdraw your consent, we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

CHANGES TO OUR PRIVACY POLICY

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you by email to the primary email address specified in your account, or through a notice on the Website home page.

We include the date the privacy policy was last revised at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

CONTACT INFORMATION AND CHALLENGING COMPLIANCE

We welcome your questions, comments, and requests regarding this privacy policy and our privacy practices. Please contact us at:

Nancy Neustaeter (Privacy officer)

nancy@arborcanada.com

and/ or via our toll-free number:

1-877-268-8733

We have procedures in place to receive and respond to complaints or inquiries about our handling of personal information, our compliance with this policy, and with applicable privacy laws. To discuss our compliance with this policy please contact our Privacy Officer using the contact information listed above.

DISCLAIMER AND LIMITATION OF LIABILITY

Content provided on our website is for informational purposes only and is offered on an “as is” basis. We make no representations or warranties of any kind, express or implied, regarding the accuracy, completeness, or suitability of the content. We may update or modify the website content at any time without prior notice. This disclaimer does not affect our obligations under applicable privacy laws, including providing notice of material changes to this Privacy Policy. To the fullest extent permitted by law, we disclaim all liability for any direct, indirect, incidental, or consequential damages arising from your use of our website or its content.