



Florence Canada Ltd.  
400-906 12 AVE SW,  
Calgary, AB, T2R 1K7

# Privacy Notice

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At Florence Canada Ltd. (“Florence”) we take data privacy very seriously and we are committed to protecting and respecting the rights of all individuals. We are dedicated to ensuring the confidentiality and privacy of information entrusted to us and aspire to be transparent when we collect and use Personal Information.

This policy relates to Florence, and is intended to tell you how we collect and use your Personal Information to give you the information you need at a glance, with the option of following a link if you want to find out more.

This Privacy Notice should be read in conjunction with the Florence Flex Temporary Worker Platform Terms of Business found at [www.florenceapp.com/ca/legal](http://www.florenceapp.com/ca/legal). The definitions in the Florence Flex Temporary Worker Platform Terms of Business are used throughout this privacy notice.

This privacy notice covers the following:

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## 1. Our Contact Details

The mailing address for Florence is:

Florence Canada Ltd.  
400-906 12 AVE SW,  
Calgary, AB, T2R 1K7

If you have questions or comments about this Privacy Notice or how we handle Personal Information, please direct your correspondence either to the above mailing address (marking the envelope Florence - Privacy Officer), or to [privacy@florenceapp.com](mailto:privacy@florenceapp.com).

## 2. Who are we

We are Florence Canada Ltd. We operate the Florence platform and website at [www.florenceapp.com/ca](http://www.florenceapp.com/ca) (the "Platform"). Our Platform connects Clients with our Workers through [www.florenceapp.com/ca](http://www.florenceapp.com/ca) and any other website or application through which we may make the Platform and services available from time to time (our "services"). This policy applies to you if you are a Member, Client, Worker, supplier, referee, visitor to our Platform or applicant for a job with us. For the purposes of this policy:

- ❖ **Members** – means a user of the Platform who completes an Account registration and "Membership" should be construed accordingly.
- ❖ **Clients** – means a Member of the Platform who is a provider of healthcare services and operator of healthcare facilities that are regulated by the Ministry of Health and/or the Ministry of Long Term Care, such as but not limited to, care homes or hospitals, and: (i) to whom Florence provides, or seeks to provide, any Staffing Services; and/or (ii) who otherwise accesses the Platform in connection with any potential or actual Staffing Services. "Client" includes any individuals who use or access the Platform through the Client's Account.
- ❖ **Workers** – means an individual worker, or a worker that is a company or other legal entity, as the case may be including any of Florence's own employees.
- ❖ **Referee** – a person who provides a personal or work reference for a Worker or an Applicant.
- ❖ **Suppliers** – business contacts in our supplier organizations.
- ❖ **Platform Visitors** – anyone who visits our Platform.
- ❖ **Applicants** – an individual who is applying for a job with us.
- ❖ **Vacancy** – a specific ad hoc rota vacancy within the healthcare sector commonly on a shift-by-shift basis and "Vacancies" shall be construed accordingly.
- ❖ **Assignments** – an assignment entered into between Florence and the Client for the provision of services by a Worker to the Client corresponding to a Vacancy.

## 3. What is Personal Information, and which Personal Information do we collect about you

For the purposes of this Privacy Notice, "Personal Information" consists of any information that relates to you and/or information from which you can be identified, directly or indirectly as defined under applicable privacy laws, and includes personal health information.

For example, information which identifies you may consist of your name, address, telephone number, photographs, location data, an online identifier (e.g. cookies identifiers and your IP address) or any factual or subjective information, recorded or not, about you as an identifiable individual. When we combine other information (i.e. information that does not, on its own, identify you) with Personal Information, we treat the combined information as Personal Information.

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

- **Identity Data** includes first name, maiden name (if applicable), last name, community username, title, date of birth and gender, job title, a copy of a photographic identity document (such as a passport or ID card), a photograph for incorporation into your profile on the Platform, a screenshot from any applicable video-call between a Member (or their representative) and Florence, and, in respect of a Worker, any applicable professional registration data.
- **Contact Data** includes address, former addresses (where applicable), email address and telephone number(s).
- **Career History and Education Data** includes professional skills and experience, employment history, academic and professional qualifications, certificates, training, competencies (clinical and medication), reference information.
- **Employment Status Data** includes status/right to work and work permit information.
- **Worker Profile Data** includes job role, details of professional indemnity insurance cover, your ratings submitted via our in-built ratings system, feedback relating to you, preferences.
- **Financial Data** includes bank account details, direct debit mandates.
- **Technical Data** includes internet protocol (IP) addresses, location data, username and password, usage session dates and duration, page views, time zone setting and location, browser plug-in types and versions, operating system and platform, the type of browser used while visiting our Platform, how you use our Platform and the numbers of users who visit our website.
- **Services Data** includes information about how you use our services, details of which services you have received from us, choices you have made on the Platform (including, for example, settings and favorite workers), information as to Vacancies posted and applied for, Assignments, cancellations, ratings, reviews, responses to surveys and requests for feedback, information about your use of our services, correspondence and communications with you and information about any complaints or enquiries you make to us.
- **Community Data** includes any information you send to other Members via the Platform's community function.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.
  - occupational health information including immunization status and history ("**Occupational Health Data**");
  - the identity of your professional indemnity insurer which may indicate union membership ("**Union Data**");
  - where a photographic ID is provided (for example by way of a copy of your passport, driving licence or other photographic ID document) an inference may be made as to your race, ethnicity and/or religious beliefs ("**ID Data**").
- **Criminal Offences/Background Check Data:** we will process information about a Workers' background and criminal convictions as part of a Workers membership application process, creation of a profile and use of the Platform.

Our Clients require us to carry out a criminal records/background check in order to satisfy themselves that there is nothing in a Worker's background which makes a Worker unsuitable for becoming a Member of the Platform, using the Platform and/or applying for and carrying out an Assignment. We

have in place an appropriate policy document and safeguards which we are required by law to maintain when processing such data.

We also collect and use aggregated, anonymous or de-identified data, such as statistical or demographic data. If we combine any of this data with your Personal Information so that it can directly or indirectly identify you, we treat the combined data as Personal Information which will be used in accordance with this Privacy Notice.

### **3. a) If you fail to provide Personal Information**

Where we need to collect Personal Information by law, or under the terms of a contract we have with you, and you fail to provide that Personal Information when requested, we may not be able to perform the contract we have, or which we are attempting to enter into, with you (for example, to provide you with services and support). In such circumstances, we may be required to cease providing services and support to you and will notify you accordingly.

## **4. How Florence collects personal information**

At Florence we may obtain Personal Information directly from individuals in a number of ways and Florence may also obtain personal information indirectly from a variety of sources including:

### **A. Members**

- **Personal Information that you provide directly to us.** You may give us your Identity Data, Contact Data, Marketing and Communications Data, by filling in our Platform registration form, creating an account and profile or by corresponding with us by email, phone or otherwise. We collect Services Data when we correspond with you about our services and when you use the Platform.
- **Automated technologies or interactions.** When you interact with our Platform, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Information by using cookies and other similar technologies, and our analytics providers. Please see section 13 below.

### **B. Clients**

- **Personal Information that you provide directly to us.** You may give us your Identity Data, Contact Data, Financial Data, Marketing and Communications Data, by filling in our Platform registration form, creating an account and profile, updating and adding to your profile, using the Platform or by corresponding with us by email, phone or otherwise. We collect Services Data when we correspond with you about our services and when you use the Platform.
- **Automated technologies or interactions.** When you interact with our Platform, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Information by using cookies and other similar technologies, and our analytics providers. Please see section 13 below.
- **Third parties or publicly available sources.** We may collect your Identity Data and Contact Data from publicly available sources as defined in applicable laws.

### **C. Workers**

- **Personal Information that you provide directly to us.** You may give us your Identity Data, Contact Data, Career History and Education Data, Employment Status Data, Worker Profile Data, Financial Data, Special Categories of Data, Criminal Offences/Background Data, Marketing and Communications Data, by filling in our Platform registration form, creating an

account and profile, updating and adding to your profile, using the Platform or by corresponding with us by email, phone or otherwise. We collect Services Data when we correspond with you about our services and when you use the Platform.

- **Automated technologies or interactions.** When you interact with our Platform, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Information by using cookies and other similar technologies, and our analytics providers. Please see section 13 below.
- **Third parties or publicly available sources.** We may receive Identity Data, Career History and Education Data from third parties such as your Referee and from publicly available sources such as LinkedIn.. We may also receive Criminal Offences/Background Check Data from a third party check provider

#### **D. Suppliers**

- We collect your Identity Data, Contact Data, Financial Data and Services Data when we correspond with you about our services, and from publicly available sources.

#### **E. Referee**

- We may obtain your Identity Data and Contact Data as well as information regarding your credentials as a referee, details of your relationship and your opinions of a Worker or Applicant, either directly from you or from a Worker or Applicant.

#### **F. Platform Visitors**

- When you interact with our Platform, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this Personal Information by using cookies and other similar technologies, and our analytics providers. Please see section 13 below.

#### **G. Applicants**

- **Personal Information that you provide directly to us.** You may give us your Identity Data, Contact Data, Career History and Education Data, Employment Status Data and Financial Data by applying for a job with us.
- **Third parties or publicly available sources.** We may receive Identity Data, Contact Data and Career History and Education Data from third parties such as your employer, Referee, your recruiter and publicly available sources such as LinkedIn.

### **5.How do we use your information**

We will only use your Personal Information with your consent (whether implied or express as required by applicable privacy laws, and as permitted or required by applicable privacy laws).

You can see a full list of the types of data we process and the purpose for which we process it in the table below.

#### **5. a) Florence's purposes for Collecting, Using and Sharing Your Personal Information**

We may use the Personal Information that we collect for the following purposes.

Category	Purpose/Activity	Type of data
Clients	To register you or your employer as a Client	a. Identity Data b. Contact Data
Clients	To provide you with our services including: <ul style="list-style-type: none"> <li>operating the Platform;</li> <li>allowing you to communicate with other Members;</li> <li>allowing you to post Vacancies and find WORKERs to fill those Vacancies;</li> <li>managing payments, fees and charges including via Payment Processor(s); and</li> <li>collecting and seeking to recover money owed to us.</li> </ul>	a. Identity Data b. Contact Data c. Financial Data d. Community Data
Workers	To register you as a Worker including making enquiries of third parties, for example, via a Verification Services Provider (see section 5 below).	a. Identity Data b. Contact Data c. Career History and d. Education Data e. Employment Status Data f. WORKER Profile Data
Workers	To provide you with our services including: <ul style="list-style-type: none"> <li>operating the Platform;</li> <li>allowing you to amend your profile</li> <li>allowing you to communicate and interact with other Members;</li> <li>allowing you to apply for Vacancies, accept invitations from Clients and enter into Assignments with Clients;</li> <li>managing payments, fees and charges including via the Payment Processor; and</li> <li>collecting and seeking to recover money owed to us.</li> </ul>	a. Identity Data b. Contact Data c. Financial Data d. Services Data e. Career History and Education Data f. Employment Status Data g. WORKER Profile Data h. Community Data
Workers	For compliance purposes – Clients (as healthcare institutions) will need to access the personal data of an WORKER via the Platform in order: to assess the WORKER against the compliance standards set by the Client organisation ahead of arrangement of an Assignment; and <ul style="list-style-type: none"> <li>to maintain records of WORKERs with whom the Client has entered into Assignments.</li> </ul>	a. Identity Data b. Contact Data c. Profile Data d. Referee Data
Clients and Workers	To communicate with relevant regulatory bodies including College of Nurses Ontario	a. Identity Data b. Contact Data c. Worker Profile Data d. Services Data
Members,, Clients and Workers	To manage our relationship with you which will include:	a. Identity Data b. Contact Data

	<ul style="list-style-type: none"> <li>• notifying you about changes to our Terms and Conditions or Privacy Notice; and</li> <li>• asking you to leave a review or provide feedback.</li> </ul>	<ul style="list-style-type: none"> <li>c. Marketing and Communications Data</li> <li>d. Services Data</li> </ul>
Applicants	To consider you for a role, if you are applying for a job with us	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Career History and Education Data</li> <li>d. Employment Status Data</li> <li>e. Financial Data</li> </ul>
Referees	To perform our services to Workers and Clients and to enable us to obtain your opinions on an Applicant.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> </ul>
Suppliers	To carry out our contractual obligations to you, if you are our supplier or subcontractor, including to manage our payments to you.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Financial Data</li> <li>d. d. Services Data</li> </ul>
Members and Platform Visitors	For security purposes and to administer our Platform – to maintain and enhance the Platform, to ensure that content from it is presented in the most effective manner for you and your computer, and to enhance the user experience (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	<ul style="list-style-type: none"> <li>a. Technical Data</li> </ul>
Members, Clients and Workers	To provide you with marketing information relating to the services and activities which you request from us or which we feel may be of interest to you, and relevant Platform content, and to measure or understand the effectiveness of the marketing we serve to you.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Services Data</li> <li>d. Marketing and Communications Data</li> <li>e. Technical Data</li> <li>f. Data</li> <li>g. e. Technical Data</li> </ul>
All categories	Business and analysis purposes - for business monitoring, assessment and analysis of our Clients, Workers and Members, to develop our business strategy, record keeping including maintaining our accounts, complying with good practice and for other administrative, operational and security reasons, and to seek your thoughts and opinions on the services we provide.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Services Data</li> <li>d. Marketing and Communications Data</li> <li>e. Technical Data</li> </ul>
Members and Platform Visitors	To improve the Platform and the services, services, customer relationships and experiences.	<ul style="list-style-type: none"> <li>a. Technical Data</li> <li>b. Services Data</li> </ul>
Members, Workers, Clients and Referees	As required in special circumstances such as a police or other legal investigation or serious complaint requiring a Client, a Worker and/or Florence to release personal data.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Worker Profile Data</li> <li>d. Employment Status Data</li> <li>e. Career History and Education Data</li> </ul>

		<ul style="list-style-type: none"> <li>f. Services Data</li> <li>g. Marketing and Communications Data</li> <li>h. Technical Data</li> <li>i. Special Categories of Data</li> </ul>
Workers	As required in limited circumstances, when a Client must use personal data to help it discharge its functions relating to providing care to patients and relatives and looking after their welfare.	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Worker Profile Data</li> <li>d. Services Data</li> <li>e. Technical Data</li> <li>f. Marketing and Communications Data</li> </ul>
All categories	To prevent and detect crime, fraud or corruption and to meet our legal, regulatory and ethical responsibilities	<ul style="list-style-type: none"> <li>a. Identity Data</li> <li>b. Contact Data</li> <li>c. Technical Data</li> <li>d. Services Data</li> </ul>

Please be aware that we are not responsible for the data processing activities of others, such as Clients.

#### **5. b) Marketing communications**

Where permitted or with your prior consent where required by applicable laws, we will use your Personal Information for marketing analysis and to provide you with promotional update communications by email, telephone or post about our products and services. For further information on this, see the 'Your Choices' section of this Privacy Notice.

#### **5. c) Combining personal information**

We may combine the Personal Information that we collect from you to the extent permitted by applicable law. For example, we may combine various different databases that contain your Personal Information to carry out internal analysis of our Member base and how the services are used, and to provide better services and more personalized content (such as marketing).

#### **5. d) Change of purpose**

Where we need to use your Personal Information for another reason other than for the purpose for which we collected it, we will notify you and obtain your consent, whether implied or express as required by applicable laws. Please note that we may process your Personal Information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **6. Sharing information**

We may disclose your information to the following entities:

#### **Clients**

- We may need to disclose Worker's Personal Information to Clients as part of the services and use of the Platform. For example, we will share Workers' Identity Data, Contact Data, Worker Profile Data, Employment Status Data and Career History and Education Data with Clients when you apply for a Vacancy (as defined in our Terms and Conditions). We will also share limited Identity Data with Clients to enable them to invite Workers to apply for Vacancies.



## Other Florence Entities/ Service Providers

- We use both related (i.e. other Florence Entities) and unrelated third party service providers to help us to administer certain activities and services on our behalf, such as background support and administration, IT, hosting and cloud services, payment processing services, verification services, marketing services, customer support services and criminal/background check services. We may share Personal Information about you with such third party service providers solely for the purpose of enabling them to perform services on our behalf and they will operate only in accordance with our instructions.

Here are examples of third-party service providers we use:

- *IT Service Provider and Administration Services* – we use salesforce.com, inc. and Amazon Web Services, Inc. to provide us with IT, hosting and cloud services.
- *Marketing and Analytics Services* – we use Segment.io, Inc. and Facebook to provide us with marketing and analytics services including Facebook Pixel and Custom Audiences.
  - Facebook Pixel is a cookie (explained below at section 13) which we use to gather information about use of our Platform. Facebook's cookies policy can be found [here](#).
  - We use Custom Audiences to tailor our advertising to people who are likely to be interested in us. The data processing terms which apply to Facebook when we use Custom Audiences are found [here](#).
- *Payment Processing Services* – we use third party online payment processors to collect, process, hold and/or remit payments.
- *Verification Services* – we may use a third party online identity verification service provided in order to check your right to work within Canada.
- *Customer Support Services* – we use Voigue Pty Ltd to provide out of hours contact and customer support services, a company located in Australia with services performed in Sri Lanka.
- *Disclosure and Background Check Services* – we may refer you to a third party VSS check provider if you are a WORKER who wishes to register with the Platform and you do not have a valid VSS certificate.

## Anonymous statistics

- We prepare and develop anonymous, aggregate or generic data and statistics for various reasons (such as aggregate usage statistics including "page views" on the Platform analyzing how users use our content and for marketing). As this data is anonymous (i.e. you cannot be identified from it) we do not consider this information to be Personal Information. As such, we may share it with any third party.

## Third parties when required by law

- We will disclose your Personal Information to comply with applicable law or respond to valid legal process, including from our regulators, law enforcement or other government agencies; to protect the users of the Platform (e.g. to prevent spam or attempts to defraud them); to operate and maintain the security of the Platform (e.g. to prevent or stop an attack on our systems or networks); or to protect our rights or property.

## Other Parties in Connection with Corporate Transactions

- We may disclose your Personal Information to a third party in the event that (a) we buy any business or assets, in which case we will disclose your Personal Information to the prospective buyer of such business or assets subject to the terms of this Privacy Notice and applicable laws;

(b) all or substantially all of our business or assets are or are intended to be sold or otherwise assigned to another entity, in accordance with applicable laws.

### **Other Parties at Your Direction**

- We may share Personal Information about you with third parties when you request such sharing, such as to prospective employers, or to your legal or other professional advisers.

### **7.What do we do to keep your information secure**

We have put in place appropriate physical, organizational and technical measures to safeguard your Personal Information. In addition, we limit access to your Personal Information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your Personal Information on our instructions and they are subject to a duty of confidentiality. When we use service providers to assist us in processing your Personal Information, we have written contracts in place with such service providers which means that they cannot do anything with your Personal Information unless we have instructed them to do it.

However, please note that although we take appropriate steps to protect your Personal Information, no website or transmission of data, computer system or wireless connection is completely secure and therefore we cannot guarantee the security of your Personal Information. We have established and implemented procedures to deal with any suspected Personal Information breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### **8.International Transfer of Data**

The Personal Information that we collect from you may be stored and processed in your region, or transferred to, stored at or otherwise processed outside of Canada.

By using the Platform and/or providing us with your Personal Information, you acknowledge that we will collect, transfer, store and process your information outside of Canada. We will take all steps reasonably necessary to ensure that your Personal Information is kept secure and treated in accordance with this Privacy Notice.

When we transfer your Personal Information outside of Canada to third parties, we will ensure that appropriate transfer agreements and mechanisms are in place to help ensure that our third party service providers provide an adequate level of protection to your Personal Information. We will only transfer your Personal Information outside of Canada in accordance with applicable laws or where you have given us your consent to do so, where required by Data Protection Law.

We may transfer your personal information outside of Canada:

- In order to store it.
- In order to enable us to provide goods or services to you and fulfil our contract with you. This includes processing of payment details or the provision of support services.
- Where we are legally required to do so.

### **9.How we store your information**

We will only retain your Personal Information for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Information for a longer period in the event of a

complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

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

We retain Workers' Personal Information for seven years after deletion of their account. We retain Clients' Personal Information for seven years following the last contact with such Client. When your Personal Information is no longer required for the purpose it was collected or as required by applicable law, it will be deleted and/or returned to you in accordance with applicable law. In some circumstances you can ask us to delete your Personal Information (see section 10 below).

## **10. Your Rights**

We will collect, store and process your Personal Information in accordance with your rights under any applicable privacy laws. Under certain circumstances, you have the following rights in relation to your Personal Information:

- **Subject Access** – in accordance with applicable laws, you may have the right to request details of the Personal Information which we hold about you and copies of such Personal Information.
- **Right to Withdraw Consent** – where you have consented to our processing of your Personal Information, you may have the right to withdraw such consent, in accordance with applicable laws. In the event you wish to withdraw your consent to processing, please contact us using the details provided in section 1.
- **Correction** – we want to ensure that the Personal Information about you that we hold is accurate and up to date. If you think that any information we have about you is incorrect or incomplete, please let us know. To the extent required by applicable laws, we will correct or update any incorrect or inaccurate Personal Information about you.

### **10. a) 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 Information (or to exercise any of your other rights). This is a security measure to ensure that Personal Information 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 expedite our response.

### **10. b) Rights related request**

If you wish to enforce any of your rights under applicable privacy laws, then please see section 1 above. We will respond to your request without undue delay and by no later than one month from receipt of any such request, unless a longer period is permitted by applicable privacy laws

## **11. How to complain**

If you disagree with how we are processing your data, please contact our Privacy Officer at [privacy@florenceapp.com](mailto:privacy@florenceapp.com) or address your letter to the Privacy Office at the Florence address listed in the 'Contact Details' section.

You may also be entitled to complain to the Privacy Commissioner of Canada if you are unhappy with how we have used your data, for contact information, see: <https://www.priv.gc.ca/en/contact-the-opc/>.

## **12.Third-party links**

Our Platform may contain links to other third party websites that are not operated by us. These linked sites and applications are not under our control and as such, we are not responsible for the privacy practices or the content of any linked websites and online applications. If you choose to use any third party websites, any Personal Information collected by the third party's website will be controlled by the Privacy Notice of that third party. We strongly recommend that you take the time to review the privacy policies of any third parties to which you provide Personal Information.

## **13.What are cookies**

We may use cookies on our website. Cookies are small text files that can be read by a web server in the domain that puts the cookie on your hard drive. Cookies are assigned to and stored in a user's internet browser on a temporary (for the duration of the online session only) or persistent basis (cookie stays on the computer after the internet browser or device has been closed). Cookies collect and store information about a user's preferences, product usage and content viewed which allows for us to provide users with an enhanced and customized experience when engaging with the website. See our Cookies Policy – [www.florenceapp.com/ca/legal](http://www.florenceapp.com/ca/legal) - for further information on cookies and how we use them.

## **14.Your Choices (e.g. marketing-related emails or otherwise)**

When you request information on or from the website, or otherwise communicate with us, we may use your Personal Information (such as your contact details (e.g. name, address, email address, telephone number) to send you marketing-related correspondence by email related to our products or services.

We may also use your Personal Information to personalize and to target more effectively our marketing communications to ensure, to the extent possible, that any marketing-related correspondence is relevant to you.

You can object to further marketing at any time by clicking "Unsubscribe" from any marketing or promotional email you receive from us by sending us an email to [privacy@florenceapp.com](mailto:privacy@florenceapp.com) or [hello@florenceapp.com](mailto:hello@florenceapp.com).

## **15.Changes to this Privacy Notice and your duty to inform us of changes**

It is important that you check back often for updates to the Privacy Notice, as we may change this Privacy Notice from time to time. The "Date last updated" legend at the bottom of this page states when the notice was last updated, and any changes will become effective upon our posting of the revised Privacy Notice. We will provide notice to you if these changes are material and, where required by applicable law, we will seek your consent. We will provide this notice by email or by posting notice of the changes on our website. It is also important that the Personal Information we hold about you is accurate and current. Please keep us informed if your Personal Information changes during your relationship with us.