



PRIVACY POLICY

Transparency, control and accountability are the core principles that influence Magnet Forensics' approach to protecting your personal data. From time to time, the nature of our business dictates that we may collect personal information from our customers and partners. Because we are committed to protecting your privacy rights and the information you provide to us, we have developed this Privacy Policy ("Policy"). This Policy sets forth how Magnet Forensics collects, protects and uses the personal data of our customers, suppliers, business partners, and employees.

1. Transparency

A topic as dynamic as privacy requires transparency - being open about the data we collect, how that data is used, and where/how long we store the data we collect.

Personal Data We Collect

Our primary reason for collecting data is to provide products and services to our customers.

(a) We collect your data when you:

- visit our offices or contact us;
- request information about our products and services through our website;
- purchase our products and related services;
- respond to surveys, request whitepapers/newsletters/access to blogs;
- attend Magnet Forensics' events and/or Magnet Forensics' booth at tradeshow; and
- apply for employment at Magnet Forensics.

(b) Data we collect:

- names/addresses/emails/phone numbers, employment information and other types of contact information;
- use cases and other relevant information pertaining to how your organization uses our products and related services; and
- bank account information/ shipping address/ and other information needed to process orders.

(c) How we use the data we collect:

- fulfil contractual requirements;
- communicate information about Magnet Forensics to potential customers and customers; and
- hire and manage employees.

(d) Why we need the data we collect:

- Names/addresses/emails- for mailing offers, product information; event notification, surveys, quotes/invoices, product demonstration, evaluation and delivery.
- Phone numbers – for customer feedback, product inquiries and reporting/resolving support incidents.
- Employment information – for evaluating your potential to become a Magnet Forensics employee.

(e) Storage location of the data we collect:

- Your personal data is processed at Magnet Forensics' Canadian office located at 2220 University Avenue East, Waterloo, Ontario, Canada. Your data which is hosted or stored on Magnet Forensics' premise is located at 2220 University Avenue East, Waterloo, Ontario, Canada.
- For certain business practices third-party providers have limited access to your data. These third-party providers are typically vendors of cloud services or other IT hosting services located in either Canada or USA. We also may provide your personal data to our partners as part of the sales cycle. This can include both pre-sales activities such as lead generation and activities related to processing orders. When using third-party providers and partners, Magnet Forensics will enter into a data processing agreement to safeguard your privacy rights. When third-party providers and partners are located outside the EU, Magnet Forensics ensures legal grounds for such international transfers by relying on cross-border transfer agreements or using the EU Model Clauses.

(f) How long we store the data we collect:

- We retain your personal data for as long as necessary to perform our contractual obligations to you and/or as required by law and as documented by our Data Retention Policy. After this period, your personal data will be irreversibly destroyed. Any personal data held by us for marketing and service update notifications will be kept by us until such time that you notify us that you no longer wish to receive this information.

2. Control

Should you believe that any personal data we hold on you is incorrect or incomplete, you can request to see this information, rectify it or have it deleted. Please contact us through a Data Subject Access Request Form located at www.magnetforensics.com/legal.

In the event that you wish to complain about how we have handled your personal data, please contact our General Counsel at dpo@magnetforensics.com or in writing at 2220 University Avenue East, Waterloo, Ontario, Canada. Our General Counsel will then investigate your complaint and work with you to resolve the matter.

If you still feel that your personal data has not been handled appropriately according to the law, you can contact the Government Data Protection Authority offices for your region and file a complaint with them.

3. Accountability

The key areas of responsibilities for processing personal data lie with the following organizational roles:

(a) The **Board of Directors** is responsible for:

- making decisions about, and approving Magnet Forensics general strategies on personal data protection.

(b) The **General Counsel** is responsible for:

- managing the personal data protection program and the development and promotion of end-to-end personal data protection policies; and
- monitoring personal data laws and changes to regulations, developing compliance requirements, and assisting business departments in implementing Magnet Forensics' Privacy Policy.

(c) The **Chief Operations Officer** is responsible for:

- ensuring all systems, services and equipment used for storing data meet acceptable security standards;
- performing regular checks and scans to ensure security hardware and software is functioning properly; and
- passing on personal data protection responsibilities to suppliers and improving suppliers' awareness levels of personal data protection as well as flow down personal data requirements to any third party a supplier uses.

(d) **Director of Human Resources** is responsible for:

- educating and training all employees of Magnet Forensics' on the requirement and processes of this Policy. Any employee who violates this Policy will be subject to disciplinary action.

4. Data Breach Practices

When Magnet Forensics learns of a suspected or actual personal data breach, the General Counsel performs an internal investigation and takes appropriate remedial measures in a timely manner, according to Magnet Forensics' Data Breach practices. Where there is any risk to the rights and freedoms of Data Subjects, Magnet Forensics shall notify the relevant data protection authorities without undue delay and, when possible, within 72 hours.

5. Using Magnet Forensics' Products to View/Modify Personal Data

An end user of Magnet Forensics products may use the products to access certain cloud service applications (i.e. Google, Facebook, Instagram, Twitter, Dropbox, Microsoft 365, etc. – collectively referred to as "Cloud Apps") and make certain actions, view, and/or modify personal data of individuals ("Data Subjects") in their Cloud Apps. Use, and transfer to any other application of information received from Google APIs will adhere to [Google API Services User Data Policy](#), including the Limited Use requirements. If an end user of Magnet Forensics products uses the products to interact with or collect personal data from Data Subjects, the end user is solely responsible for ensuring compliance with all applicable laws in connection with the collection and/or processing of personal data of the Data Subjects (including compliance with the personal data privacy policies of the Cloud Apps). If you are a Data Subject, please note that Magnet Forensics has no relationship with you whatsoever and its only relation is with the end user with whom you may interact. For any questions regarding the collection of your personal data or to amend your personal data, and for all other reasons, you must contact the end user.

6. Cookies

HTTP cookies ("Cookies") are text files containing small amounts of information, which are downloaded to your computer or mobile device by websites that you visit. They can improve your experience of using a website, for example, by remembering your preference settings and tracking your use of a website so that it can be improved to meet your needs. Like most websites, we use Cookies on the Magnet Forensics website for traffic analytics and personalized content.

In certain jurisdictions, including the European Union, websites must get consent to send Cookies to your computer or mobile device unless the Cookies are strictly necessary to provide services to you. You can set your Cookie preferences using your web browser; many browsers provide information regarding Cookies through their 'Help' menu, and additional information may be found online.

Unless the Cookie is a strictly necessary Cookie, you can update your Cookie preferences in your browser settings at any time to discontinue the use of Cookies. Although, please do remember that if you do discontinue use of our functionality Cookies, parts of our websites will not work.

The table below explains what Cookies we use on our website, why we use them and whether they are strictly necessary or another type of Cookie e.g. "functionality" or "performance" Cookies.

Cookies are very important to help us make online services easier to use, to monitor the use of our site and to help us improve the service to you.

Cookie Name	Purpose	Service Using Cookies	Type of Cookie
_ceir	Website Analytics	Crazy Egg	Functionality
_ga	Website Analytics	Google	Functionality
_gat_UA-34380560-1	Website Performance	Google	Performance
_gid	Website Analytics	Google	Functionality
1P_JAR	Ad Serving Based on Browsing Habits	Google	Performance
AID	Ad Serving Based on Browsing Habits	Google	Performance
APISID	Ad Serving Based on Browsing Habits	Google	Performance
DSID	Ad Serving Based on Browsing and Search Habits	Google	Performance
HSID	Verify Google Account Login	Google	Functionality
IDE	User Behaviour on Site After Seeing an Ad	Google	Performance
NID	Build Customer Profile for Ad Serving	Google	Performance
OGPC	Google Maps Functionality	Google	Functionality
SAPISID	Build Customer Profile for Ad Serving	Google	Performance
SID	Verify Google Account Login	Google	Performance
SIDCC	Build Customer Profile for Ad Serving	Google	Performance
SSID	Build Customer Profile for Ad Serving	Google	Performance
APISID	Ad Serving Based on Browsing Habits	MultiView	Performance
AMCVS_8D6C67C25245A F020A490D4C%40Adobe Org	Marketing and Promotional purposes	Pardot	Functionality
Remember Me	Remembering autofill information for forms	Pardot	Functionality
EmailAddress	Remembering email Information	Pardot	Functionality

_unam	Marketing and Promotional purposes	Pardot	Performance
_ga	Marketing and Promotional purposes	Pardot	Performance
_gid	Marketing and Promotional purposes	Pardot	Performance
_pendo	Marketing and Promotional purposes	Pardot	Performance
pdType	Marketing and Promotional purposes	Pardot	Performance
recent_history	Website Analytics	Pardot	Functionality
rxVisitor	Marketing and Promotional purposes	Pardot	Performance
visitor_id171882	Marketing and Promotional purposes	Pardot	Performance
visitor_id171882-hash	Marketing and Promotional purposes	Pardot	Performance
visitor_id27572	Marketing and Promotional purposes	Pardot	Performance
visitor_id27572-hash	Marketing and Promotional purposes	Pardot	Performance
visitor_id52162	Marketing and Promotional purposes	Pardot	Performance
visitor_id52162-hash	Marketing and Promotional purposes	Pardot	Performance
_utma	Marketing and Promotional purposes	Pardot	Performance
pd-sidebar	Marketing and Promotional purposes	Pardot	Performance

7. Changes to the Privacy Policy

If we modify this Privacy Policy, we will post the revised version here, with an updated revision date. We encourage you to review the Policy regularly. If we make significant changes to this Policy that materially alter our privacy practices, we may also notify you by other means, such as sending an email or posting a notice on our website and/or social media pages prior to the changes taking effect.

Version	Date	Description of Changes
2.0	June 01, 2019	Merge Privacy Statement and Privacy Policy into single document; added text to address use of Magnet Forensics' products to access personal data in certain cloud service applications.
3.0	September 25, 2019	Added text to provide Magnet Forensics website users with our HTTP Cookie information in an open and transparent way, so that such users can see how we use cookies to enrich their visitor experience and make an informed choice to allow their usage.
3.1	March 11, 2020	Minor updates to formatting and Magnet's office address.
3.2	March 18, 2021	Added employment information and Google API Services User Data Policy. Finalized merging of Personal Data Protection and Privacy Policy.