

Privacy Policy

Effective Date: Nov 16 2025

1. Introduction

This Privacy Policy explains how we collect, use, disclose, and protect personal information in connection with our website authentiklly.com, related sites and future apps, and our services (collectively, the “Services”).

Legal Entity and Contact:

- Email: Privacy@authentiklly.com

2. Scope

This Policy applies to personal information we process about:

- Visitors to our websites and apps
- Prospective and current customers and users
- Individuals who contact us, participate in surveys, or receive marketing. This Policy does not apply to employee or contractor personal information, which is covered by separate notices.

3. What We Collect

We collect personal information that you provide directly, that we collect automatically, and that we obtain from third parties.

A. Information You Provide:

- Identifiers and Contact Data: first and last name; email address; phone number; postal address; city/province/country
- Account Data: username, credentials, preferences, support requests
- Transaction and Billing Data: billing name, address, payment method details (processed via our payment processor)
- Communications: inquiries, feedback, survey responses, and related content

B. Information Collected Automatically:

- Usage and Device Data: IP address, device identifiers, browser type, pages viewed, links clicked, time spent, referrer URL
- Cookies and Similar Technologies: as described in Section 10

C. Information from Third Parties:

- Service providers and partners. (e.g., analytics, payment processors, customer support platforms)
- Public sources or social platforms when you interact with our pages or content

We limit collection to what is reasonably necessary for the purposes described in this Policy and collect by fair and lawful means.

4. How We Use Personal Information (Purposes)

We use personal information to:

- Provide and operate the Services, including account creation, authentication, and customer support
- Process transactions, issue invoices/receipts, and manage subscriptions and billing
- Communicate with you, including responding to inquiries and sending service-related notices
- Personalize and improve the Services, including analytics, research, and product development
- Manage security and prevent fraud, abuse, and misuse
- Comply with legal and regulatory obligations, including record-keeping and tax
- Send marketing and promotional communications where permitted, and allow you to opt out

If we engage in automated decision-making or profiling that produces legal or similarly significant effects, we will provide specific notice and your options.

5. Legal Bases and Consent

Canada (PIPEDA):

- We collect, use, and disclose personal information with your knowledge and consent, except where permitted or required by law. Consent may be express (e.g., ticking a box) or implied (e.g., proceeding with a requested service). You may withdraw consent at any time, subject to legal or contractual restrictions and reasonable notice (see Section 11).

6. Sharing and Disclosure

We disclose personal information:

- To Service Providers: hosting, cloud and data storage, customer support, payment processing, email/SMS communications, analytics, marketing tools, and security providers. We require service providers to use personal information only to provide services to us and to protect it appropriately.

- For Business Operations and Transfers: in connection with a merger, acquisition, financing, or sale of all or part of our business; we will take steps to ensure continued protection and provide notice where required.
- For Legal, Security, and Compliance: to comply with law, legal process, or lawful requests; to enforce our agreements; to protect the rights, property, or safety of Authentiklly Inc, our users, or others.

International Transfers:

- We and our service providers may process personal information in Canada, the United States, and other jurisdictions. While in another jurisdiction, personal information may be subject to the laws of that jurisdiction and accessible to law enforcement and national security authorities. We use contractual and other measures to provide a comparable level of protection as required by Canadian law.

7. Retention

We retain personal information only as long as necessary to fulfill the purposes described in this Policy or as required by law. Typical periods:

- Account and transaction records: life of the account plus [7] years (tax/audit)
- Customer support records: [24] months
- Web server logs and analytics: [12] months We securely delete or anonymize information when it is no longer needed.

8. Security

We use administrative, technical, and physical safeguards designed to protect personal information, including:

- Encryption in transit, access controls, least-privilege access
- Security monitoring, logging, and vendor due diligence
- Workforce privacy and security training No method of transmission or storage is completely secure. If you have reason to believe your account or interaction with us is no longer secure, contact us immediately.

Payments:

- We use a PCI DSS–compliant payment processor. We do not store full payment card numbers; our processor handles card data on our behalf.

9. Your Rights and Choices

PIPEDA Rights:

- **Access and Correction:** You may request access to and correction of your personal information in our custody or control. We will respond within 30 days or as permitted by law and may request information to verify your identity. If we refuse access or correction, we will provide reasons, subject to legal restrictions.
- **Withdrawal of Consent:** You may withdraw consent to our processing where consent is the basis, subject to legal or contractual restrictions and reasonable notice. This may affect our ability to provide certain Services.
- **Marketing Preferences:** You can opt out of marketing emails via the unsubscribe link or by contacting us. **We may still send transactional or service-related communications.**

Requests:

- **Contact:** privacy@authentiklly.com
- We may require additional information to verify your identity and will respond within the timelines required by law. Fees are not charged unless permitted and reasonable.

10. Cookies and Similar Technologies

We use cookies and similar technologies to operate and improve our Services, personalize content, and analyze usage.

Types:

- **Essential:** required for core functionality and security
- **Functional:** remember preferences and enhance features
- **Analytics/Performance:** help us understand usage and improve the Services
- **Advertising/Targeting:** deliver and measure ads (if used)

Choices:

- On your first visit, you will see a cookie banner allowing you to accept, reject non-essential cookies, or customize settings. You can update preferences at any time via the “Cookie Settings” link in our footer.
- Browser settings may allow you to block cookies; doing so may affect site functionality.
- Analytics: We use [e.g, Google Analytics]. Learn more at [Privacy Policy](#)

11. Children’s Privacy

Our Services are not directed to children under the age of majority. We do not knowingly collect personal information from children under this age without appropriate consent from a parent or legal guardian, where required by law. If you believe a child has provided personal information to us, contact Privacy@authentiklly.com and we will take appropriate steps to delete it.

12. Accuracy and Limiting Collection

We take reasonable steps to ensure personal information is as accurate, complete, and up-to-date as necessary for the purposes for which it is used. We limit collection to information reasonably necessary for those purposes.

13. Breach Notification

We maintain processes to assess and address privacy incidents. Where a breach of security safeguards creates a real risk of significant harm, we will notify the Office of the Privacy Commissioner of Canada and affected individuals as required by law, and we will keep records of all breaches for at least 24 months.

14. Third-Party Links and Services

Our Services may contain links to third-party websites or services. We are not responsible for the privacy practices of third parties. We encourage you to review their privacy policies.

16. Changes to This Policy

We may update this Policy to reflect changes to our practices, technologies, or legal requirements. We will post the updated Policy with a new effective date and provide prominent notice of material changes. Where required by law, we will seek your consent to material changes before they take effect.

17. Contact and Complaints

Questions, requests, or complaints email us at: Privacy@authentiklly.com