

Privacy Policy

Governing the totemian.com corporate website

Last Updated: May 1, 2026

Totemian Brandboards Inc. ("**Totemian**", "**we**", "**us**", or "**our**") is committed to protecting the personal information of individuals who interact with our corporate website at totemian.com (the "**Website**"). This Privacy Policy describes how we collect, use, disclose, and safeguard personal information collected through the Website.

IMPORTANT: This Privacy Policy applies only to the Website. Personal information collected through the Tribe26 platform (mobile applications and the tribe26.app website) is governed by the separate Tribe26 Privacy Policy available at tribe26.app/legal/privacy-policy. Please review the appropriate document for the service you are using.

This Privacy Policy is designed to comply with applicable Canadian privacy legislation, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and the British Columbia Personal Information Protection Act (BC PIPA).

1. Organization Responsible

Totemian Brandboards Inc.

1771 Robson Street, Suite 1132

Vancouver, BC V6G 3B7, Canada

BC Registration No. BC1522220

Privacy Officer email: privacy@totemian.com

2. Scope

This Privacy Policy applies to personal information collected through the Website and through any related forms, inquiries, or communications you initiate from the Website. It does not apply to:

- the Tribe26 mobile applications or the tribe26.app website (governed by the Tribe26 Privacy Policy);
- information collected by third-party websites or services that may be linked to or integrated with the Website;

- information that has been anonymized or aggregated such that it cannot reasonably be associated with an identified individual.

3. Personal Information We Collect

3.1 Information You Provide

When you submit forms, send inquiries, or otherwise interact with the Website, we may collect:

- your name, professional title, and the organization you represent;
- your email address, phone number, and mailing address;
- the content of your message, inquiry, or application (including any attachments);
- any other information you choose to provide to us.

3.2 Information Collected Automatically

When you access the Website, we and our service providers may automatically collect:

- device and browser information (e.g., browser type, operating system, language);
- IP address and approximate geographic location;
- access times, pages viewed, time spent on pages, referring/exit pages;
- information collected through cookies and similar technologies (see Section 9).

3.3 Information From Third Parties

We may receive limited information about you from third parties, including analytics providers, advertising platforms, and publicly available sources, to validate inquiries or to detect fraud.

4. How We Use Personal Information

We use the personal information we collect for the following purposes:

- to respond to your inquiries, applications, or communications;
- to evaluate prospective business relationships (advertisers, location hosts, partners);
- to operate, maintain, and improve the Website and our services;
- to send service announcements, security alerts, and, where permitted by law, marketing communications consistent with Canada's Anti-Spam Legislation (CASL);
- to perform analytics, debugging, and research;
- to detect and prevent fraud, abuse, and security incidents;

- to comply with legal, regulatory, tax, and accounting obligations;
- for any other purpose with your consent or as permitted or required by law.

We collect, use, and disclose personal information only for purposes that a reasonable person would consider appropriate in the circumstances.

5. Consent

Under Canadian privacy legislation, we process personal information on the basis of your consent — either express consent (for sensitive information and for marketing communications) or implied consent (for processing that is reasonable and consistent with the purpose for which the information was provided). You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice; doing so may limit our ability to respond to your inquiry or deliver requested information.

6. How We Share Personal Information

We do not sell your personal information. We may share personal information in the following circumstances:

- with our affiliates and brands (including Tribe26), as needed to respond to your inquiry or perform requested services;
- with service providers acting on our behalf — including cloud hosting, analytics, communications, security, and customer-relationship-management providers — under contractual confidentiality and data-protection obligations;
- for legal reasons, including to comply with applicable law, court orders, or governmental requests, to enforce our terms, or to protect our rights and the safety of others;
- in connection with a corporate transaction such as a merger, acquisition, financing, reorganization, bankruptcy, or sale of assets, subject to appropriate protections;
- with your consent or at your direction.

7. Cross-Border Transfers

Personal information collected through the Website may be stored, processed, or accessed in Canada and in other countries, including the United States and other jurisdictions where our service providers operate. While in another country, information is subject to the laws of that country, which may differ from Canadian law and may permit access by foreign governmental authorities. We take contractual and organizational steps to require service providers to protect personal information at a level comparable to what we maintain ourselves.

8. Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy or as required or permitted by applicable law. Retention periods may vary based on the type of information and the context of collection. When information is no longer required, we delete or anonymize it in accordance with our internal retention policies.

9. Cookies and Similar Technologies

The Website uses cookies, software development kits (SDKs), pixels, local storage, and similar technologies to operate the Website, remember preferences, analyze usage, and deliver relevant content. You can manage cookies through your browser settings and, where required by law, through the cookie banner displayed on the Website. Disabling certain cookies may impair Website functionality.

10. Security

We implement reasonable technical, administrative, and physical safeguards designed to protect personal information against loss, theft, and unauthorized access, disclosure, copying, use, or modification, including encryption in transit, access controls, and regular security reviews. However, no method of transmission or storage is entirely secure, and we cannot guarantee absolute security. In the event of a breach of security safeguards involving a real risk of significant harm, we will notify affected individuals and the Office of the Privacy Commissioner of Canada in accordance with PIPEDA's breach-notification requirements.

11. Your Rights and Choices

Subject to applicable law and legal exceptions, you have the right to:

- access the personal information we hold about you, and request information about how it has been used and disclosed;

- request correction of inaccurate or incomplete personal information;
- withdraw consent to our continued collection, use, or disclosure of your personal information, subject to legal or contractual restrictions and reasonable notice;
- file a complaint with us at privacy@totemian.com and, if not resolved to your satisfaction, with the Office of the Privacy Commissioner of Canada at www.priv.gc.ca or the Office of the Information and Privacy Commissioner for British Columbia at www.oipc.bc.ca.

We will respond to verified requests within the timeframes required by applicable law (generally within 30 days under PIPEDA). We may need to verify your identity before responding.

12. Marketing Communications

Where permitted by law, we may send marketing emails or messages. You may opt out at any time by following the unsubscribe instructions in such communications. Marketing communications are sent in accordance with Canada's Anti-Spam Legislation (CASL).

13. Children

The Website is not directed to children. We do not knowingly collect personal information from anyone under the age of 18. If you believe a child has provided personal information to us through the Website, please contact us at privacy@totemian.com and we will take reasonable steps to delete the information.

14. Changes to This Privacy Policy

WE MAY UPDATE, MODIFY, OR SUPPLEMENT THIS PRIVACY POLICY FROM TIME TO TIME.

The most current version will be posted on the Website with a revised "Last Updated" date. Where the changes are material, we will use commercially reasonable efforts to notify you through the Website, by email, or by other appropriate means before the changes take effect. Your continued access or use of the Website after the effective date of any update constitutes your acceptance of the updated Privacy Policy. If you do not agree to the updates, your sole and exclusive remedy is to stop accessing and using the Website.

15. Governing Law

This Privacy Policy is governed by the laws of the Province of British Columbia and the federal laws of Canada applicable therein, without regard to conflict-of-laws principles.

16. Contact Us

If you have any question, request, or complaint concerning this Privacy Policy or our handling of your personal information, please contact our Privacy Officer at:

Totemian Brandboards Inc.

Attention: Privacy Officer

1771 Robson Street, Suite 1132

Vancouver, BC V6G 3B7, Canada

Email: privacy@totemian.com

You may also contact:

- Office of the Privacy Commissioner of Canada (OPC) — **www.priv.gc.ca**
- Office of the Information and Privacy Commissioner for British Columbia (OIPC BC) — **www.oipc.bc.ca**

This Privacy Policy applies only to totemian.com. For the Tribe26 platform, please refer to tribe26.app/legal/privacy-policy.