Last Updated: January 30th, 2022

At MOWABE Inc, we understand that you need to know how data about you (i.e., personal data) is used. The MOWABE Privacy Notice consists of this page and the specific notices below which describe how we collect, use, and share personal data and explain your related rights and choices. “We” (or “Us”) are MOWABE Inc. (including any relevant affiliates) and “You” may be a visitor to one of our websites, including www.mowabe.com (“**Sites**”) or a user of our online services and applications and any related software (“**Offerings**”).

**Who We Are**

MOWABE Inc is a software company headquartered in Fredericton, New Brunswick, Canada.

MOWABE Inc may share personal data with our affiliated companies, including but not limited to Sampling International.

**Your Choices**

*Marketing Communications.* You can modify how we may contact you through email for marketing or promotional purposes at any time. This includes the choice to opt out of receiving emails from us for marketing or promotional purposes altogether. To modify how we may contact you through email, follow the instructions provided in the marketing emails we send, or contact us via email at info@mowabe.com.

**Your Rights**

You may have certain rights relating to your personal data under local data protection laws (e.g., the General Data Protection Regulation, the California Consumer Privacy Act, etc.) or based on your use of our Offerings. Such rights may include:

**Access**

You can ask us to confirm if we are processing your personal data, provide you with details about such processing, and give you a copy of your personal data.

**Erasure**

You can ask us to erase your personal data if certain conditions are met. We are not required to comply with your request to erase your personal data if the processing of your personal data is necessary for compliance with a legal obligation or for the establishment, exercise, or defense of legal claims.

**Objection**

You can object in writing to any processing of your personal data, which is done on the basis of our “legitimate interests,” if you believe your fundamental rights and freedoms outweigh our legitimate interests. If you object in writing to our processing of your personal data, we shall then have an opportunity to demonstrate that we have compelling legitimate interests which override your rights and freedoms. In addition, you can object to the processing of your personal data for direct marketing purposes, which includes profiling to the extent that it is related to such direct marketing. We will then cease the processing of your personal data for direct marketing purposes.

**Portability**

You can ask us to provide your personal data to you in a structured, commonly used, machine-readable format, or you can ask to have it 'ported' directly to another data controller, but only where our processing is based on your consent and the processing is carried out by automated means.

**Rectification**

You can ask us to update or correct certain information; we may verify the accuracy of the data before rectifying it. For certain information you may be able to update or correct information by updating your personal setting within the Offerings.

**Restriction**

You can ask us to restrict (i.e., keep but not use) your personal data, but only where: its accuracy is contested (see "Rectification" above), to allow us to verify its accuracy; the processing is unlawful, but you do not want it erased; it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise, or defend legal claims; or you have exercised the right to object, and verification of any overriding grounds is pending. We can continue to use your personal data following a request for restriction where we have your consent to establish, exercise, or defend legal claims, or to protect the rights of another.

**Withdrawal of Consent**

You can withdraw your consent where processing is based on a consent you have previously provided.  Your withdrawal of consent will not affect the lawfulness of the processing done prior to your withdrawal of consent taking effect.  If you have questions about how to withdraw a consent you had provided, please contact info@mowabe.com.

**Exercise of Rights**

To exercise your rights, please contact us using at info@mowabe.com. We do not discriminate based on whether you choose to exercise your choices and rights and will not, based on your exercise of rights, deny the Offerings to you; charge you different rates (including through penalties or discounts/benefits); provide a different level or quality of Offerings; or suggest you may receive such different treatment.  We will process any requests in accordance with applicable laws within a reasonable period of time.  In order to properly process a request, we may need to verify your identity before taking any request-related actions.

**Personal Data Retention**

We keep your personal data for as long as reasonably necessary for the purposes set out in our notices or, if applicable, in accordance with the relevant terms in an agreement between you and MOWABE Inc. We will keep your personal data longer if required for tax or accounting purposes, to ensure we would be able to defend or raise a claim, to resolve disputes, enforce our contractual rights, or where we have a legitimate need - though we will generally not keep personal data for longer than seven years following the last date of communication with you. Where personal data is no longer required, we anonymize or dispose of it in a secure manner.

**How We Protect Personal Data**

We are committed to implementing and maintaining reasonable and appropriate technical, physical, and administrative safeguards to protect your personal data. However, no company, including MOWABE Inc. can guarantee the absolute security of Internet communications.

**Children's Personal Data**

Our Sites are not directed toward children under 18 and we do not knowingly collect personal data from minors. If you are under 18, please do not use the Site or Offerings or share personal data with us. If you learn that anyone younger than 18 has unlawfully provided us personal data, please contact us at info@mowabe.com.

**International Transfers and Privacy Shield Notice**

Personal data we collect may be transferred to, used, and stored in the United States or Canada in which MOWABE Inc., our affiliates, or service providers are located; these locations (including the United States) may not guarantee the same level of protection of personal data as the one in which you live.  By providing us with your personal data, you agree to such transfer and/or processing.  MOWABE Inc. assesses the circumstances involving all cross-border data transfers and has suitable safeguards in place to require that your personal data will remain protected in accordance with this notice. In the event of such a transfer, we ensure that: (i) the personal data is transferred to countries recognized as offering an equivalent level of protection; or (ii) the transfer is made pursuant to appropriate safeguards, such as the standard contractual clauses, as applicable either controller to controller (2004/915/EC) or controller to processor (2010/87/EC), adopted by the European Commission.

MOWABE Inc. is closely monitoring developments and guidance from regulatory authorities in Europe (including the United Kingdom), Canada, and the United States and will update this Privacy Notice as needed. If you wish to enquire further about the safeguards used, please contact us at info@mowabe.com.

**Changes to This Notice**

We may amend, update, or revise this notice from time to time to reflect changes to our privacy practices, changing technologies, industry practices, regulatory requirements, or for other reasons. If we make any material changes that affect the way we treat your data, we will notify you by email, through the Sites or Offerings, or by other legally acceptable means. We encourage you to periodically review this notice for the latest information on our privacy practices.

**How to Contact Us**

You have the right to complain to a data protection authority about our collection and use of your personal data, but we encourage you to reach out to us first.

The best way to reach us is by email, at [info@mowabe.com](mailto:info@mowabe.com).