

Policy on the collection and protection of personal information

General statement

The protection of your privacy is important to PATENTFORSALE PFX Inc. (“PFX”). We want to build a relationship of trust with our clientele and wish to ensure that it is based on a good understanding of what you are agreeing to when you visit the patentforsale.ca website (“our Website”) or deal with PFX.

We know that your privacy means a lot to you. Your personal information, that is, any information about you as an individual which could identify you (e.g., name, home address, personal e-mail address, home phone number or personal cellphone number) (“personal information”), is our priority. We need to collect this information in order to offer you products and services that appeal to you, to promptly and suitably respond to your needs and, in collaboration with you, to increase your chances of success.

It is therefore of utmost importance that we inform you of our policy on privacy and the collection, use and communication of the personal information you share with us. By knowing about and regulating the collection, use and communication of the personal information you entrust us with, you will be in a position to make an informed decision.

1. Although we do not intend to amend the practices described below frequently or substantially, there is a possibility that we will do so to provide you with better service in the future or to keep up with technological advances. This is why we encourage you to review the content on a regular basis.

Our privacy policy

PFX’s policy is to manage the collection, use and communication of personal information in accordance with the standards of the Personal Information Protection and Electronic Documents. Under some circumstances, personal information might be collected, used or communicated without the knowledge or consent of the person involved. These exceptions include, amongst other things, personal information collected for legal or security purposes or to detect and prevent fraud.

- **A. GENERAL PRINCIPLES**

In the framework of collecting and managing personal information, PFX agrees to respect your privacy and apply the following protection principles, unless otherwise required by law, namely to:

- Obtain your consent;
- Limit the collection of personal information;

- Limit the use and communication of personal information;
- Protect your personal information;
 - a. **Obtain your consent**

PFX will obtain your consent to the collection, use and communication of any of your personal information unless otherwise required by law.
 - b. **Limit the collection of personal information**

PFX only collects such personal information as is necessary under the circumstances. PFX will indicate, where applicable, the mandatory or optional nature of a request for personal information and the consequences of your choice not to communicate any particular item of information.
 - c. **Limit the use and communication of personal information**

PFX only uses or communicates personal information for the purposes for which it was collected, or with your consent or as authorized by law.
 - d. **Protect your personal information**

By taking appropriate security measures based on the circumstances, PFX protects the personal information it is entrusted with.

- **B. DISCLOSURE OF PERSONAL INFORMATION**

PFX will not disclose personal information to a third party. However, there is a possibility that PFX will use such information for research or statistical purposes.

- **C. COOKIES**

Some of our Website pages need to send “cookies”. A cookie is a file installed on your computer’s hard drive containing information that will improve communication between our server and your browser. Our server will install a permanent cookie on your computer when you first visit our Website and, depending on the applications used, other permanent or temporary cookies that provide technical management for certain options you make may be used.

Be assured that no personal information is stored in the cookies.

You may refuse to accept cookies or you may deactivate them. For that purpose, see your browser’s configuration options. In that case, some of our Website functions will be rendered unavailable.