

Privacy Policy

Effective date: July 4, 2025

Thank you for visiting our website!

At Amplitude Venture (“**Amplitude**” “**we**”, “**us**”, or “**our**”), we understand that you want transparency regarding how we collect, use and disclose your personal information. This Privacy Policy contains information about this, and about your legal rights.

If you have any questions, concerns or inquiries regarding the collection, use or disclosure of your personal information, do not hesitate to reach out to us! You can e-mail us at info@amplitudevc.com, or reach us by mail at the following address:

Amplitude Ventures Inc. 3 Place Ville Marie Office 12350
Montreal (Quebec) H3B 0E7 info@amplitudevc.com

1. When does this Privacy Policy apply?

This Privacy Policy applies in the following situations:

- If you navigate and use our website at <https://amplitudevc.com/>;
- If you navigate our social media pages or communicate with us through social media;
- When we send you e-mails or any types of communication to you, such as for raising private capital and informing you about (or regarding) innovation potential.

(Our “**Services**”)

This Privacy Policy applies to personal information. We consider that “**personal information**” means any information which allows us to identify you directly or indirectly. This includes information such as your name, email address, or any other contact details. It may also include other types of more technical information, but only when this information can identify you as an individual.

A “**cookie**” is a small data file stored on your browser or device that is usually used to allow websites to remember something about you at a later time. In this Privacy Policy, when we refer to “**cookies**” we include other technologies with similar purposes, such as pixels, tags, beacons. If you are looking for more information on cookies, you can refer to websites such as <http://www.cookiecentral.com/> and <https://www.allaboutcookies.org/>.

This Privacy Policy is for transparency purposes and some of the data that we identify in this Privacy Policy as personal information may not be fully subject to applicable privacy laws. For instance, business contact information may be excluded, and you may not have the same rights over such information.

2. When does this Privacy Policy not apply?

If you click-through to links to third parties’ websites, applications, or services from our Services (including from our News and Insights section on our website), this Privacy Policy does not apply to the collection, use and disclosure of personal information by these external services. It is always a good idea to read their privacy policies to understand what they do with your personal information!

3. What personal information do we collect about you, and why?

In general, we collect the following personal information about you when you use our Services:

- **Electronic Data.** We automatically collect electronic data when you use the Services, including information such as your device's Internet Protocol address (e.g., IP address), browser type, browser version, and pages of our Services that you visit. Electronic data is collected because it is useful to provide you with the Services, such as to recognize your browser default language, to enhance security and for similar purposes.
- **Analytic Data.** We automatically collect analytic data through cookies, such as Google Analytics, when you use the Services. This helps us to understand the traffic on our website and we cannot see what individual users are doing when using our Services. Analytic Data is collected to obtain information such as from where our visitors come to use our Services, when they open our e-mail communications and which pages are popular. We collect this information so that we can determine whether our e-mails are being automatically flagged as spam. We also use this information to determine whether we should follow up with you. For example, if you open and e-mail multiple times, we may detect that you are interested and send you a follow-up message.
- **Communication Data.** If you communicate with us by e-mail, on social media or by any other means, including through our online [Contact Form](#), we collect the personal information that you share with us to respond to your communication. This may include your e-mail address and the content of your communication. If you communicate with us using social media, we will have access to your publicly available information and may automatically collect it to respond to you on social media.
- **Business Contact Information.** We collect business contact information directly from you such as your name, title, and e-mail address. We use this information to send you communications, such as our newsletter, on potential opportunities and provide you with information on available investments or funds.

4. How do we use your personal information?

We may use your personal information for general business purposes such as providing or delivering our Services, including managing our website, preventing or reducing commercial risk, as well as for purposes relating to our information system or network security. More specifically, we may use your personal information for the following general business purposes:

- **Providing or delivering our Services, including our Website.** We may use your personal information as applicable to provide you with our Services, including to manage and facilitate the use of our Website, when you visit or access it, which may include using cookies and other similar technologies.
- **Communicating with you.** If you contact us with a question or inquiry, we may use your personal information to respond to you. We may also communicate with you for business development purposes, to promote our Services, send you our newsletter, and to notify you about changes to our Services.
- **Marketing.** With your consent, we may use technological means such as cookies to understand your needs and preferences and to provide you with personalized content and services, for example to

tailor our Services and decide what content to present to you. You may withdraw your consent to the use of your personal information for marketing purposes by using the unsubscribe mechanism available in our cookie banner on our website or by contacting us using the contact information provided at the beginning of this Policy.

- **For other purposes permitted or required by law.** We may use personal information without your consent where we are legally permitted or required to do so by law, for example, to comply with a legal obligation or to protect the rights of Amplitude or to enforce or apply our [Terms and Conditions](#) and other agreements, or to detect, prevent and investigate suspicious, unauthorized, fraudulent, illegal or unlawful activity.

5. Why are you getting communications from us?

We send commercial electronic messages, such as promotional emails, in accordance with applicable law, including Canada's Anti-Spam Law. You can unsubscribe at any time by using the unsubscribe mechanism provided in each e-mail or by writing to us at info@amplitudevc.com.

6. How do we use Google Analytics?

Amplitude uses Google Analytics to view key metrics such as how many visitors view the website, peak hours of traffic to get a report of our Services are doing, and in response to specific marketing campaigns or press. Google Analytics is Google's analytical tool that helps us to understand how users engage with our Services. It uses a set of cookies to collect information and report site usage statistics without allowing us to identify individual visitors.

7. Do we share your personal information with third parties?

In some circumstances, Amplitude will share your personal information with the following third parties to the extent permitted by applicable law:

- **Service providers.** We share your personal information with service providers to provide specific services on our behalf, including data analytics, e-mail distribution, marketing, and other similar services. As a result, these providers may process or handle personal information on our behalf.
- **Business transactions.** We may share your personal information in connection with, or during negotiations of, any merger, sale of assets, financing, or acquisition of all or a portion of our business by another entity or investors.
- **For other purposes permitted or required by law.** Under certain circumstances, we may be required to share your personal information if required to do so by law or in response to licit requests by competent authorities, or if required to protect our rights and defend ourselves in a lawsuit or other proceedings and prevent or investigate possible wrongdoings in connection with the Service.

Note that we do not sell personal information.

8. How can you manage your cookie preferences?

Browsers and devices have tools that allow you to control cookies; you can block them, ensure that you

are notified when you are subject to cookies and control the cookies already stored on your device. However, if you block all the cookies, you may not be able to access all the functionalities of the Service.

Depending on the browser that you are using, different instructions are applicable. Click on your browser for more information:

- [Google Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Internet Explorer](#)

You can opt out of having made your activity on the Service available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#). The add-on prevents Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.

9. For how long do we store your personal information?

We retain personal information for as long as necessary to provide you with the Services or as long as necessary for Amplitude to comply with its legal and regulatory obligations.

10. Cross-border transfers

Your personal information may be collected, used and disclosed outside of Quebec and/or Canada by our service providers, such as in the United States and in Europe. As a result, when your personal information is used or stored in a jurisdiction other than where you are residing, it may be subject to the law of this foreign jurisdiction, including any law permitting or requiring disclosure of the information to the government, government agencies, courts and law enforcement in that jurisdiction.

11. How do we keep your personal information safe?

We protect and safeguard your personal information using physical, electronic and procedural measures appropriate to the volume and sensitivity of the information, the purposes for which it is used, and the format in which it is stored, including safeguards to protect your information against loss and theft, as well as unauthorized access, disclosure, copying, use, or modification. Specifically, we implement the following measures to protect your personal information, including:

- Internal policies and procedures that define the roles and responsibilities of our employees, representatives, and service providers throughout the life cycle of an item of information and limit their access to that information on a “need-to-know” basis;
- Physical, electronic and procedural safeguards that comply with relevant standards to protect personal information;
- If the information is collected or stored electronically, technical safeguards such as encryption, firewalls, passwords, anti-virus software and similar measures;
- A designated privacy officer to monitor Amplitude’s compliance with applicable privacy laws;

- Procedures for receiving, investigating, and responding to complaints or inquiries about Amplitude's information handling practices; and
- Contractual protections to ensure that service providers with whom we share personal information maintain adequate protections and security standards.
- If you have reason to believe that personal information has been compromised or accessed, used or disclosure unlawfully, please contact us at info@amplitudevc.com.

12. What are your rights regarding your personal information?

The law provides you with some rights over your personal information. Your rights vary depending on the laws that apply to your situation and the region in which you are located, and the specific circumstances of the request. Some of the rights that may apply to you include the following rights:

- Right to withdraw your consent to our processing of your personal information to the extent permitted by law and our contractual obligations. However, you understand that in such a case, you may no longer be able to benefit from our Services.
- Right to access your personal information; and
- Right to rectify your personal information if incorrect, incomplete, equivocal, or inaccurate.

If you want to exercise one of these rights and the situation allows such exercise, we will help you without additional charges. However, if you request a transcription, reproduction or transmission of your personal information, we may have to charge a reasonable fee to process your request, subject to applicable laws. In this case, we will contact you about these charges before addressing your request.

For security reasons and to avoid any fraudulent request, we may ask that you provide a proof of identity with your request. After the request has been handled, we will securely delete such personal information.

To exercise your privacy rights, you can simply reach out to us at info@amplitudevc.com.

13. Updates to this Privacy Policy

This Policy is current as of the Effective Date set forth above and may be amended from time to time at our sole discretion. Please ensure that you review the Policy whenever you use our Services, as it may be updated or revised from time to time. If we make material changes, we will take reasonable steps to notify you of those changes, including by posting the revised Policy on our Website with adequate notice.