

PRIVACY POLICY

Effective Date: July 15, 2025

This Privacy Policy applies to SSEK Education Inc. d.b.a. Product Development Career Secrets (“PDCS”) services, including but not limited to the PDCS website at www.productdevelopmentcareersecrets.com (“Website”) and associated web-based applications, including but not limited to courses provided by PDCS through www.thinkific.com (“Applications”), and any other product or service to which we apply this Privacy Policy (collectively, the “Service”), and details how we collect, use, and disclose data, including personal data about you (“you” or “your”).

BY CLICKING “I AGREE” OR SIMILAR CONFIRMATION, OR BY USING THE SERVICE YOU ARE AGREEING TO BE BOUND BY THE PRIVACY POLICY.

IF YOU ARE USING THE SERVICE ON BEHALF OF AN ORGANIZATION, YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO BIND THE ORGANIZATION TO THIS PRIVACY POLICY AND ARE AGREEING TO THIS PRIVACY POLICY FOR THAT ORGANIZATION. WHERE YOU ARE USING THE SERVICE ON BEHALF OF AN ORGANIZATION, “YOU” AND “YOUR” REFERS TO THE ORGANIZATION.

1. HOW WE OBTAIN PERSONAL DATA

The Service and certain components within may require the collection and processing of your personal data, which is information about you or that identifies you.

PDCS obtains your personal data directly from you when you use the Service or when you choose to provide to us or an authorized third-party acting on our behalf. Your provision of personal data is subject to our Terms of Service (“Terms”), which you must agree to in order to use the Service, as well as this Privacy Policy. Subject to legal, contractual and technical requirements, you may choose not to provide PDCS with certain data or request the deletion of certain data, which may impact essential operations of the Service.

2. PERSONAL DATA WE COLLECT

PDCS only collects the minimum amount of personal data necessary for our legitimate business purposes, including to provide and improve the Service for you. The following is a description of the personal data that we may collect, use and process in connection with the foregoing:

- **Account Information:** your full name, email address and/or related login information if accessing the Service through a designated third-party or provided directly to us;
- **Usage Information.** Usage data, including location, browser type, operating system, IP address and activity (access times, page history, links clicked, emails reported, training completed, screens viewed, buttons clicked, time spent on training modules) when using the Website and Applications;

- **Course Information.** Information about your progress in the courses provided by PDCS through the Service, including course elements that have been viewed, the completion status of course elements and related information;
- **Payment Information.** Payment information, which is collected and processed solely by authorized third-parties (such as Stripe or PayPal), encrypted through the Payment Card Industry Data Security Standard (PCI-DSS), and to which PDCS does not have access; and
- **Other Information.** Answers to feedback surveys, newsletters and comments/requests made through the Website, Application or by email.

3. PROCESSING OF YOUR PERSONAL DATA

We process your personal data for our legitimate business purposes, including but not limited to:

- providing the Service to you, including tailoring the Service to your needs based on the data and feedback that you provide to PDCS;
- understanding your needs and improving the quality of the Service, including providing customer support and feedback, analyzing functionality and technical issues and generating internal reports and data models that we use to improve the Service;
- providing you with newsletters, marketing and promotional materials if you have previously consented to receiving such materials and not revoked your consent;
- contacting you for various reasons such as when providing customer support or providing notice of changes to the Service; and
- for contractual, legal, regulatory or audit obligations, including responding to requests from law enforcement or a government agency asserting lawful authority to obtain the data or where PDCS has reasonable grounds to believe the data could be useful in the investigation of unlawful activity, complying with a subpoena or warrant or an order made by a court, person or body with jurisdiction to compel the production of data, complying with court rules regarding the production of records and data, defending PDCS in a legal, regulatory or administrative proceeding or in a contractual dispute or providing information to our legal counsel.

In all cases, the data you share with PDCS is handled with care, and only authorized employees, agents, contractors who have agreed to keep all personal information secure and confidential have access to such information. We may disclose your personal data to our parent companies, affiliates, subsidiaries, employees and contractors for the same purposes described above.

4. THIRD-PARTY SERVICES

While PDCS does not share personal data with third parties except as necessary to provide the Service, this Privacy Policy only applies to personal data that PDCS directly collects, processes and discloses and does not apply to the collection, processing and disclosure of data by third parties

through third-party services which may be embedded into the Service, including but not limited to: Thinkific, Google, LinkedIn, AWeber and WIX.

In many cases, third parties may collect personal data about your online activities over time and across different websites and services. The Services may contain links to websites, mobile applications and other online services operated by third parties. These links are not endorsement of, or representation that PDCS is affiliated with, any third party. Third party privacy practices may be broader than what is set forth in this Privacy Policy and we strongly recommend that you read each third-party privacy policy carefully before using the Service. Please contact us directly using the information found below if you would like to learn more about third-party data practices.

5. COOKIES AND TRACKING TECHNOLOGIES

The Service uses tracking technologies, such as cookies (session based and support) and web beacons, to collect data about you, such as your IP address and device information. Based on this data, third parties may be able to resolve your identity across multiple devices. This data is collected, used and disclosed in accordance with the terms of this Privacy Policy and the applicable third-party privacy policies. Certain Service features may rely on tracking technologies and by declining to accept cookies or by changing certain settings on your device, you may not have access to these features.

6. OBTAINING, RECTIFYING AND CONTROLLING YOUR PERSONAL DATA

Except as otherwise provided, this Privacy Policy applies to the data subjects of jurisdictions where there are privacy laws applicable to us and that grant their data subjects certain right with respect to the handling of their personal data. You may contact PDCS to obtain a copy of any personal data we collect about you, the production of which may be subject to a fee as permitted by applicable law. You may also contact PDCS to correct inaccurate personal data or to complete incomplete personal data.

You may be able to opt-out of some or all of the ways in which your personal data is processed, or request the deletion of certain personal data, except where the personal data is necessary or vital for:

- the performance of our contractual obligations, such as the Terms or certain legal obligations agreed to between you and PDCS;
- protecting your interests or those of another person; and
- our legitimate interests or the legitimate interests of a third-party,

and may do so by requesting deletion by contacting us using the contact information found below.

7. DATA STORAGE AND RETENTION

While PDCS is a Canadian company, the data you provide through the Service may be stored and processed by third parties in countries around the world and by continuing to use the Service you hereby authorize PDCS and third parties acting on our behalf to process your data in any country of their choosing, which may cause your data, including personal data, to be subject to privacy protections and laws applicable in other jurisdictions.

Your personal data is retained until the earliest of: (a) when you request its deletion; (b) 6 months after PDCS no longer requires such data for the purpose for which it was collected; or (c) until required to be deleted by laws applicable in your jurisdiction. Please email us at support@productdevelopmentcareersecrets.com with the subject line “PP – Data Deletion Request” to request the deletion of any personal data of yours that we hold.

8. CHILDREN

The Service is not directed to children under the age of majority and although it may be possible that children below the age of majority access certain features of the Service, we do not knowingly collect personal data from children under the age of majority without first obtaining the appropriate parental consent required by law. If we learn that we inadvertently collected personal data from a child under the age of majority, in a jurisdiction where consent of a parent or guardian is required to be collected prior to the collection of such personal data, without first obtaining such appropriate parental consent, we will delete that data as quickly as possible. If you are a parent or guardian of a child under majority, who you believe provided PDCS with personal data without your consent, please contact us by email at support@productdevelopmentcareersecrets.com with the subject line “PP – Children’s Data”.

9. DO NOT TRACK DISCLOSURE

Do Not Track (“DNT”) is a web or device setting that allows users to request that receivers of personal data stop their tracking activities. When you choose to turn on the DNT setting in your browser or device or use alternative consumer choice mechanisms, your browser or device sends a special signal to websites, analytics companies, advertising networks, plug in providers and other web services you encounter to stop tracking your activity. Currently, there are no DNT technology standards and it is possible that there may never be any DNT technology standards. As a result, we do not respond to DNT requests.

10. CHANGE OF OWNERSHIP OR BUSINESS TRANSITION

In the event of, or in preparation for, a change of ownership or control of PDCS or a business transition such as the sale of some or all PDCS’s assets, we may disclose and/or transfer your personal data to third parties who will have the right to continue to collect and use such data in the manner set forth in this Privacy Policy.

11. SECURITY

We are committed to ensuring that your data is secure. To prevent unauthorized access, disclosure, or breach, we have put in place suitable physical, electronic, and administrative procedures to safeguard and secure the data we collect and process, including appropriate protections for any

sensitive personal data we collect. These safeguards include regular security audits, encryption of sensitive data in transit and at rest, and role-based access controls.

12. CONTACT PREFERENCES

We will communicate with you primarily through your email address or other digital methods in order to conduct the Service and to respond to support requests or comments. If you have provided us with your email address and would like to change the email preferences we associate with you (for example, unsubscribing from receiving certain types of email) you may do so by clicking a link within certain types of emails that we send to you or, if no link is available, by replying with “unsubscribe” in the email title or body. On rare occasions, some types of email are necessary for the Service and cannot be unsubscribed from if you continue to use the Service.

13. UPDATES

PDCS reserves the right, in its sole discretion, to modify this Privacy Policy at any time (each an “**Update**”) and shall make each Update available on the Website. You are deemed to accept an Update by continuing to use the Service. Unless PDCS states otherwise, an Update is automatically effective 30 days after posting on the Website, except in such case where an Update is immaterial to any of your legal rights or legal obligations of PDCS and such Update is made only to correct a typographical, formatting or grammar inaccuracy, and in such case, an Update is effective immediately after posting on the Website.

14. CONTACT US

If you have requests, questions or comments about the Privacy Policy or our data collection in general, please contact our Data Privacy Officer or our Privacy Team via email at support@productdevelopmentcareersecrets.com with the subject line “PP – Contact Request” or at:

SSEK Education Inc.
support@productdevelopmentcareersecrets.com