Tacita Capital

WEBSITE PRIVACY NOTICE

Effective Date: November 26, 2026

Tacita Capital Inc. ("TCI", "we", "us" and similar terms throughout this Notice) is committed to protecting your privacy and maintaining the confidentiality of your Personal Information.

This Website Privacy Notice describes how we collect, use, disclose and retain Personal Information when you visit tacitacapital.com (the "Website"), submit information through the Website, or otherwise interact with our online content and communications.

This Notice applies only to information collected through the Website and related online activities. The collection, use, and disclosure of Personal Information in connection with our services and business activities is governed by our Tacita Capital Inc. Privacy Policy available on our Privacy page. Information about the cookies, scripts, plug ins, web beacons and related technologies used on the Website, including their purposes, durations, service providers and consent controls, is available in our Cookie Policy.

For the purposes of this Notice, "Personal Information" means information about an identifiable individual, including information that may identify an individual when combined with other information. Personal Information does not include business contact information used solely to communicate with an individual in relation to his or her employment, business or profession, or publicly available information as defined by applicable privacy legislation. Tacita Capital manages Personal Information in accordance with applicable Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA).

What Personal Information Do We Collect Through the Website?

Information You Provide to Us

We may collect Personal Information that you provide when you submit an inquiry, request information about our services, register for an event, sign up to receive communications, or otherwise correspond with us through the Website. This information may include:

a) your name, email address and telephone number;
b) your communication and marketing preferences; and
c) the contents of your inquiry or any other information you choose to provide.

Information Collected Automatically

When you visit the Website, we and our service providers may automatically collect information through analytics and tracking technologies. This information may include:

a) your IP address and general location;
b) browser type, operating system and device information;
c) referring website or source;
d) pages viewed, links selected and navigation patterns; and
e) the date, time and duration of your visit.

Some of this information may identify you directly or indirectly and may therefore constitute Personal Information under applicable law.

How Do We Use Personal Information Collected Through the Website?

We may use Personal Information collected through the Website to:

a) respond to your inquiries and requests;
b) provide information about our services, publications and events;
c) manage subscriptions and communication preferences;
d) evaluate and improve the Website's design, content, navigation, functionality and security;
e) measure the effectiveness of our communications and marketing activities;
f) detect, prevent and respond to security incidents, fraud or misuse; and
g) comply with legal and regulatory requirements.

Analytics and Tracking Technologies

We use analytics and tracking technologies to understand visitor engagement, improve the Website, protect the Website from misuse, and measure the effectiveness of our communications and marketing activities. These technologies include Google Analytics and the LinkedIn Insight Tag.

Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC, to collect and analyze information about Website traffic and usage. Google Analytics may collect information such as your IP address, browser and device information, pages visited, referring source, and the date and time of your visit. We use this information to understand how visitors interact with the Website and to improve its content, navigation and performance.

Google may process information collected through Google Analytics on servers located outside of Canada. For more information about how Google processes information, please review Google's Privacy Policy at https://policies.google.com/privacy and Google's information for sites and apps that use its services at https://policies.google.com/technologies/partner-sites. You may opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on at https://tools.google.com/dlpage/gaoptout.

LinkedIn Insight Tag

We use the LinkedIn Insight Tag, a tracking technology provided by LinkedIn Corporation, to measure the effectiveness of our LinkedIn advertising, understand interactions with the Website and prepare aggregated campaign reporting. The LinkedIn Insight Tag may collect information such as your IP address, device and browser characteristics, pages visited and the date and time of your visit. If you are a LinkedIn member, LinkedIn may associate this information with your LinkedIn account in accordance with its own privacy practices.

For more information, please review LinkedIn's Privacy Policy at https://www.linkedin.com/legal/privacy-policy and Cookie Policy at https://www.linkedin.com/legal/cookie-policy. You may manage advertising preferences through your LinkedIn account or use LinkedIn's guest controls at https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out.

Whom Do We Share Personal Information With?

We may share Personal Information collected through the Website with service providers that support our website hosting, information technology, analytics, communications and marketing activities. We limit disclosure to information reasonably necessary for these service providers to perform services on our behalf and use contractual or other means to require appropriate protection of Personal Information.

We may also disclose Personal Information when permitted or required by law, regulation, court order or other lawful authority, or where reasonably necessary to protect TCI, Website visitors or others from fraud, security threats or other unlawful activity.

We do not sell, lease or barter Personal Information collected through the Website.

Transfer of Personal Information Outside of Canada

We, our service providers, or their suppliers, may store, process or transfer Personal Information outside of Canada, including in the United States. Where this occurs, Personal Information may be subject to the laws of the jurisdiction in which it is stored or processed and may be accessible to foreign courts, law enforcement or national security authorities.

How Long Do We Retain Personal Information?

We retain Personal Information collected through the Website only for as long as reasonably necessary to fulfill the purposes described in this Notice, address legal or regulatory requirements, resolve disputes, enforce agreements, or protect our legitimate interests. When Personal Information is no longer required, we securely delete, destroy or anonymize it in accordance with our retention practices.

How Do We Safeguard Personal Information?

We maintain administrative, physical and technological safeguards designed to protect Personal Information against loss and unauthorized access, use, disclosure, alteration or destruction. No method of transmission or storage over the internet is completely secure, and we cannot guarantee the security of information transmitted to or through the Website.

Third-Party Websites

The Website may contain links to websites or services operated by third parties. This Notice does not apply to those third-party websites or services. We are not responsible for their privacy practices, and we encourage you to review their privacy notices before providing Personal Information.

How Do We Manage Information About Minors?

The Website is directed to adults and is not intended for use by individuals under the age of majority. We do not knowingly collect Personal Information directly from a minor through the Website. If you believe that a minor has provided Personal Information through the Website without appropriate consent, please contact our Privacy Officer so that we can take appropriate steps.

What Are Your Privacy Rights?

Subject to applicable law, you may request access to Personal Information we hold about you, ask us to correct inaccurate or incomplete Personal Information, or withdraw your consent to our collection, use or disclosure of Personal Information, subject to legal or contractual restrictions and reasonable notice where applicable. You may also ask questions or register a complaint about our privacy practices. Certain rights may be limited by legal, regulatory or contractual requirements.

If you no longer wish to receive our marketing email communications, you may use the unsubscribe instructions included in each electronic message.

How To Obtain More Information or Register a Complaint

Please see Our Complaint Policy and Process available on our website.

You may contact our Privacy Officer to ask questions about this Notice or our Website privacy practices, exercise your privacy rights, withdraw consent, or register a complaint.

Please direct requests to:

Tacita Capital Inc.
Attention: Privacy Officer
Suite 2020 – 150 King St. W., Box 10
Toronto, Ontario M5H 1J9
Phone: 416-640-6740
Email: info@tacitacapital.com

Updates and Changes to this Notice

We may add to, change, update or modify this Notice from time to time. We will post the updated Notice on the Website and identify its effective date. Changes will take effect when posted, unless otherwise stated or required by applicable law.