



Privacy Policy

Results Guru Limited

Privacy Policy

Last updated: May 01, 2026 | Effective date: May 01, 2026

1. About This Privacy Policy

Results Guru Limited ("Results Guru" or "ResultsGuru", "we", "us", or "our") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what personal information we collect through our website, our online courses and training, and related services (together, the "**Services**"), how we use and share it, and the choices and rights you have.

This Policy applies to individuals who visit our website, create an account, purchase or access our courses, or otherwise interact with us. Where a dealership or organization submits its own business data to us under a separate services or partner agreement, the handling of that data is governed by that agreement; this Policy governs the personal information described below.

2. Who We Are and How to Contact Us

Results Guru Limited is an Ontario corporation located at 14 Albery Crescent, Aurora, Ontario, L4G 5R4, Canada. We are responsible for the personal information we collect and process under this Policy.

If you have questions about this Policy or how we handle your personal information, please contact our Privacy Officer:

Privacy Officer, Results Guru Limited

Email: admin@resultsguru.com | Mail: 14 Albery Crescent, Aurora, Ontario, L4G 5R4, Canada

3. Information We Collect

Information you provide to us

- Account and registration information, such as your name, email address, job title, dealership or company name, and login credentials.
- Purchase and billing information, such as billing name, billing address, and the details needed to process a payment. Full payment card numbers are collected and processed by our payment provider, not stored by us.
- Information you provide when you communicate with us, request support, complete a form, or respond to a survey.
- Content and responses you submit within a course, such as assessment answers, notes, or progress information.

Information we collect automatically

- Device and technical information, such as IP address, browser type, device type, and operating system.
- Usage information, such as the pages and courses you view, the dates and times of your visits, and how you interact with the Services.
- Information collected through cookies and similar technologies (see Section 6).

Information from third parties

- Information from our payment provider confirming that a payment has been made (we do not receive your full card details).
- Where your access is arranged or paid for by your employer, dealership, OEM, or another organization, we may receive your contact and enrolment details from that organization.

4. How We Use Your Information

We use personal information to:

- create and manage your account and provide access to the courses and Services you purchase;

- process payments, issue receipts, and manage your purchases;
- operate, maintain, secure, and improve the Services;
- respond to your questions and provide customer and technical support;
- track course progress and, where applicable, issue completion records;
- send you administrative messages about your account, purchases, or changes to our terms or this Policy;
- send you marketing or educational communications where you have agreed to receive them (you can opt out at any time); and
- comply with our legal obligations, enforce our terms, and protect our rights and the rights of others.

5. Our Basis for Using Your Information

In Canada, we collect, use, and disclose personal information with your consent, except where the law permits or requires us to do so without consent. By using the Services, you consent to the handling of your personal information as described in this Policy. You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice, by contacting our Privacy Officer; withdrawing consent may mean we can no longer provide certain Services to you.

For customers in the United States, we use personal information only for the purposes described in this Policy and other compatible purposes, and we obtain your consent where required by applicable law, such as before processing sensitive personal information.

6. Cookies and Similar Technologies

We and our service providers use cookies and similar technologies to operate the website, remember your preferences, keep you signed in, understand how the Services are used, and improve them. We use Google Analytics to help us understand how visitors use the Services. Google Analytics places cookies on your device and processes usage information (such as the pages you visit and time spent) on our behalf. You can control cookies through your browser settings, and you can

opt out of Google Analytics by installing Google's browser opt-out add-on. Disabling some cookies may affect how the Services work.

7. How and Why We Share Information

We do not sell your personal information. We share personal information only as described below:

- **Service providers and sub-processors.** We share information with trusted providers who perform services on our behalf, such as payment processing, hosting, software development and platform support, analytics, and email delivery. This includes the third-party developer that helps build and operate our ResultsOnTrac product. These providers may access personal information only to perform their services for us and are required to protect it.
- **Your organization.** Where your access is purchased or sponsored by your employer, dealership, OEM, or another organization, we may share enrolment and progress information with that organization.
- **Legal and safety.** We may disclose information where required by law or legal process, to enforce our terms, or to protect the rights, property, or safety of Results Guru, our customers, or others.
- **Business transfers.** If we are involved in a merger, acquisition, financing, or sale of assets, personal information may be transferred as part of that transaction, subject to this Policy.

8. Where Your Information Is Processed

Results Guru is based in Canada, and some of our service providers are located in the United States and other countries. As a result, your personal information may be stored or processed outside the province or country in which you live, including in the United States. While your information is in another jurisdiction, it may be accessible to courts, law enforcement, and authorities in that jurisdiction under its laws. We take steps to ensure that personal information transferred to our service providers receives a comparable level of protection through appropriate contractual and security measures.

9. How We Protect Your Information

We use reasonable administrative, technical, and physical safeguards designed to protect personal information against loss, theft, and unauthorized access, use, or

disclosure. No method of transmission or storage is completely secure, so we cannot guarantee absolute security. You are responsible for keeping your account credentials confidential.

10. How Long We Keep Your Information

We keep personal information only for as long as needed to provide the Services, to meet the purposes described in this Policy, and to satisfy legal, accounting, or reporting requirements. When information is no longer needed, we take reasonable steps to securely delete or anonymize it. We generally retain account and transaction records for at least six (6) years following the end of the relevant tax year, consistent with Canadian record-keeping requirements.

11. Your Privacy Rights

All customers

Depending on where you live, you may have the right to access the personal information we hold about you, to ask us to correct it if it is inaccurate, to ask us to delete it, and to withdraw consent or opt out of marketing communications. To make a request, contact our Privacy Officer using the details in Section 2. We will respond within the time required by applicable law and may need to verify your identity before acting on a request.

Customers in Canada (PIPEDA)

If you are in Canada, the *Personal Information Protection and Electronic Documents Act* (PIPEDA) and applicable provincial laws give you the right to access and correct your personal information and to withdraw consent. If you have a concern we have not resolved, you may contact the Office of the Privacy Commissioner of Canada.

Customers in the United States

If you are a resident of a U.S. state with a comprehensive consumer privacy law (such as California, Colorado, Connecticut, Texas, Virginia, and others), you may have rights to know what personal information we collect, to access or obtain a copy of it, to correct it, to delete it, and to opt out of the sale or sharing of personal information and certain targeted advertising. We do not sell your personal information or share it for cross-context behavioural advertising.

California residents have specific rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (the "CCPA/CPRA"), including the

rights to know, access, correct, delete, and opt out, and the right not to be discriminated against for exercising those rights. You may submit a request yourself or through an authorized agent. We will verify your request before responding and will not treat you differently for exercising your rights.

To exercise any of these rights, contact our Privacy Officer using the details in Section 2.

12. Children's Privacy

The Services are intended for businesses and individuals who are at least 18 years old. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact our Privacy Officer and we will take appropriate steps to delete it.

13. Third-Party Links and Services

The Services may contain links to third-party websites or services that we do not control. This Policy does not apply to those third parties, and we are not responsible for their privacy practices. We encourage you to read the privacy policies of any third-party services you use.

14. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we will update the "Last updated" date above and, where appropriate, provide additional notice. Your continued use of the Services after an update takes effect means you accept the updated Policy.

15. How to Contact Us or Make a Complaint

If you have a question, request, or complaint about your privacy or this Policy, please contact our Privacy Officer first so we can try to resolve it:

Privacy Officer, Results Guru Limited

Email: admin@resultsguru.com | Mail: 14 Albery Crescent, Aurora, Ontario, L4G 5R4, Canada

If you are in Canada and are not satisfied with our response, you may contact the Office of the Privacy Commissioner of Canada. If you are a U.S. resident, you may also have the right to contact your state Attorney General.

This Privacy Policy works together with our Course Terms & Conditions. By using the Services, you acknowledge that you have read and understood this Policy.

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