PRIVACY POLICY – McMaster AR VR Mobile Application

Last updated: November 1st 2019

The **McMaster AR VR** mobile application (together referred to as the "Service") are owned by McMaster University (referred to as "we", "us", or "our").

This document explains how your information will be collected, used, stored and protected in accordance with the terms of this Privacy Policy and any applicable legislation. By using the Service, you consent to the terms and conditions as set out in this Policy.

Information we collect

When you use the Service, information we collect may include, but is not limited to:
- Diagnostics information with regards to use of the app and its performance.

How we use your information

We use your information to:
- Provide the Service that you request;
- Detect and address any technical or other issues with the Service; and
- Improve and maintain the Service.

Please be aware that your information could be used for research purposes, but only for research projects approved by research ethics committee and any other authority required by the applicable laws. We anticipate that for most studies (e.g. those using data collected in the past, duly de-identified, aggregate and anonymous information) the research ethics committee might waive the need for your specific individual consent. In all cases, the information will be coded so that researchers using the data bank, which may contain your information and/or Personal Data, will not have access to any identifying information. Your email address will never be provided to third parties. If you do not want to be contacted please email [reactor@mcmaster.ca].

How we store and protect your data
Access to your information is limited, controlled, and managed to make sure that confidentiality is preserved. Maintaining your privacy and appropriate confidentiality is a top priority to us and strict security rules are in place to guarantee privacy is maintained at all times. Despite our security measures, we cannot guarantee total confidentiality in the security of our databases.

Authorized staff can access your data, as required for personalization of your treatment. Authorised staff at McMaster University can directly access your information. We may retain your information and/or Personal Data to comply with laws, prevent fraud, resolve disputes,

troubleshoot problems, assist with any investigations, enforce our Terms of Use and take other actions otherwise permitted by law.

Who we share your information with

We may share de-identified data for approved research purposes. Aggregated de-identified data about usage of the Service can be shared for statistical purposes with authorized third parties under specific data transfer or data reporting agreements. In all cases, your information will be fully de-identified to prevent any access to personal information and/or identification of individual patients. Under no circumstances will your email address be provided to anyone.

Disclosure to Other Third Parties

Your information may also be disclosed to the following third parties:

- Government and Regulatory Authorities such as provincial or federal government agencies.
- Law enforcement or other third parties pursuant to valid legal process such as a subpoena, litigation or court order or issues of public importance, where disclosure is necessary or appropriate.
- Others, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Data transmission
Your information may be transmitted to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction, where the data protection laws may differ than those from your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Users from outside Canada

If you are using the Service from a location outside of Canada, you consent to all of your information you provide to us will be maintained in our servers located within the Canada. By providing us with any of your information through the Service, you consent to transfer of your information to Canada.

Your rights to access and control your information
Very little of your information is collected through the Service. At any point in time, you may request complete erasure of your information. After deleting your information, some of your information may still be stored as part of previously generated aggregated statistics. At any time, and without providing a reason, you may request to obtain a copy, in an intelligible

electronic format, of the data stored in your record. Any request to obtain or delete your information should be directed to [reactor@mcmaster.ca].

You understand and agree that you assume all responsibility and risk for your use of the Service, the internet generally, and the documents you post or access and for your conduct. Upon your request, we will take reasonable steps to correct, amend or delete your information that is found to be inaccurate, incomplete or processed in a manner non-compliant with this Privacy Policy except where the burden or expense of providing access would be disproportionate to the risks to your privacy, where the rights of persons other than you would be violated or where doing so is otherwise consistent with applicable law.

Opt Out

You can stop all collection of your information via the Service by uninstalling the McMaster VR app. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. You can also request to opt-out via email, at reactor@mcmaster.ca

Changes to this privacy policy

This Privacy Policy is effective as of November 1st 2019 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. McMaster University is committed to assessing, reviewing and updating this Privacy Policy on a case by case basis to meet any changes in regulatory requirements in applicable jurisdictions. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

Contact us
If you have any questions about this Privacy Policy, please contact us at: reactor@mcmaster.ca