Privacy Policy

Effective November 3, 2026 | Market Forté Ltd. | mapleviews.com

Overview

Market Forté Ltd. (“Market Forté,” “we,” “us” or “our”) operates the MapleViews website at mapleviews.com. This Privacy Policy explains how we collect, use, disclose, retain and protect personal information when someone visits the public website, requests a demonstration, submits an inquiry or communicates with us about our products and services. Personal information is information about an identifiable individual.

This Policy primarily concerns our public website and business-development communications. Client information processed within a contracted MapleViews application or project may be governed by a separate agreement and related privacy or security arrangements.

1. Information we collect

Information you provide. This may include your name, business email address, organization, inquiry category, message and other details you voluntarily share through our contact form, email, meetings or correspondence. If you become a business contact, we may also maintain your role, contact details and relevant communications history.

Technical information. When you access our website, hosting and security systems may process IP addresses, browser and device characteristics, timestamps, requested pages, referring information and diagnostic records. This information helps us deliver, secure and troubleshoot the website.

Please do not include passwords, payment-card details, sensitive personal information or confidential business datasets in the public contact form.

2. Why we use personal information

We use information to answer questions and requests; arrange demonstrations and meetings; assess potential business relationships; provide information you request; manage business communications and records; maintain and improve the website; detect spam, misuse and security incidents; and meet legal or regulatory obligations.

We may send relevant follow-up communications in response to your inquiry. Separate promotional electronic messages will be sent only where permitted by applicable law, including applicable Canadian anti-spam requirements. You may ask us to stop promotional messages at any time.

3. Consent and other lawful grounds

Where consent is required, we seek it through the circumstances of collection or another appropriate method. Depending on the applicable law and context, information may also be processed to provide requested services, satisfy legal obligations or pursue legitimate business purposes where permitted.

You may withdraw consent for future use where applicable, subject to legal or contractual restrictions and reasonable notice. Withdrawal may affect our ability to respond to a request or provide a requested service.

4. Contact forms and service providers

Our public Contact page uses Web3Forms to receive and deliver form submissions. Information entered into that form is transmitted to Web3Forms for processing and notification to Market Forté. We also rely on website hosting, email, infrastructure, security and professional service providers for ordinary business operations.

These providers may access or process information as necessary to perform their functions. Their systems, terms and privacy practices may differ from ours. We take reasonable steps appropriate to the circumstances when selecting and using service providers, but do not represent that every provider processes information exclusively in Canada.

5. Sharing and disclosure

We do not sell personal information collected through the public website. We may disclose information to service providers and professional advisers acting in support of our operations; to a prospective purchaser or successor in connection with a legitimate business transaction, subject to applicable safeguards; or to public authorities where disclosure is required or permitted by law.

We may also share information with your consent or at your direction. We do not treat the submission of a general inquiry as permission to publish its contents.

6. Cookies and website technologies

Cookies and similar browser technologies may be used by the website or embedded third-party components for essential operation, security and performance. Our hosting systems may also maintain ordinary server logs. Browser settings can be used to manage or block cookies, although some functionality may be affected.

If we introduce optional analytics, advertising pixels or other non-essential tracking, we will update our disclosures and implement any consent or preference controls required by applicable law. This section should be checked against the technologies actually deployed before publication.

7. Data security and incident response

We apply reasonable administrative, technical and organizational safeguards appropriate to the nature of the information, including access controls and measures designed to reduce unauthorized access, alteration, loss or disclosure. No website, email system or internet transmission is completely secure.

Where a privacy or security incident occurs, we assess it and provide notices to affected individuals or regulators when required by applicable law.

8. Retention and disposal

We retain inquiries and related business communications for as long as reasonably necessary to respond, maintain appropriate business records, manage ongoing relationships, resolve disputes and comply with legal obligations. Actual retention periods depend on the type of information and the circumstances.

When information is no longer reasonably needed, we take appropriate steps to delete, anonymize or securely dispose of it, subject to backups and lawful recordkeeping requirements.

9. International processing

Market Forté is based in Ontario, Canada, and works with clients and technology providers in multiple jurisdictions. Information may be accessed, processed or stored outside your province or country, including the United States. In those locations, it may be subject to different privacy laws and lawful access requests.

10. Your privacy choices and rights

Depending on applicable law, you may request access to personal information we hold about you, ask us to correct inaccurate information, withdraw consent where applicable, or request deletion or other action where available. You may also raise a concern about our handling of your information.

We may request reasonable information to verify your identity and locate relevant records. Certain information may be withheld or retained where permitted or required by law. If you are dissatisfied with our response, you may have the right to contact the relevant privacy regulator.

11. Client systems, third-party sites and children

Our client platforms may contain client-provided information and licensed geographic, demographic or business data. The collection and processing of such information are addressed in the applicable client contract and related arrangements, not solely by this public website policy.

Links to third-party websites are provided for convenience; those websites have their own privacy practices. The public MapleViews website is intended for professional and business audiences and is not directed to children.

12. Changes and contact

We may revise this Policy as our practices, technologies or legal requirements change. The effective date identifies the current version. Material changes will be communicated where required by law.

For privacy questions, access or correction requests, or concerns, contact Market Forté Ltd. at info@marketforte.com, or by mail at 200 North Service Road West, Suite 403, Oakville, Ontario L6M 2Y1, Canada.