Website Terms of Use

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

Overview

These Website Terms of Use (“Terms”) govern access to and use of the public MapleViews website at mapleviews.com (the “Website”), operated by Market Forté Ltd. (“Market Forté,” “we,” “our” or “us”). By using the Website, you agree to these Terms. If you do not agree, please discontinue use.

These Terms address the public Website. A subscription, demonstration environment, software deployment, data licence, consulting engagement or other client service may be governed by a separate written agreement. If those terms conflict with these Terms regarding the contracted service, the separate agreement controls.

1. Website purpose and permitted use

The Website provides general information about MapleViews, its location intelligence platform, data resources, analytics and professional services. You may browse and make reasonable copies of publicly available materials for your own internal business evaluation, provided you preserve copyright and other notices.

This permission does not grant a software licence, access to client systems, rights to datasets or permission to distribute Website content to third parties. Any broader use requires our prior written consent.

2. Intellectual property and branding

Website text, layouts, designs, illustrations, screenshots, demonstrations, documentation, reports, code and other materials are owned by Market Forté or used under licence from their respective owners and are protected by applicable intellectual property laws.

MapleViews, Market Forté and associated logos and product identifiers are proprietary marks or names of their respective owners. Nothing on the Website grants any trademark right or licence beyond the limited permission expressly stated in these Terms. Third-party data, maps, images and marks remain subject to their owners’ rights.

3. Restrictions on use

You agree not to: (a) gain or attempt unauthorized access to the Website or related systems; (b) interfere with security, availability or other users; (c) introduce malicious code or conduct denial-of-service activity; (d) misrepresent your identity or affiliation; (e) use the contact form for spam or unlawful content; or (f) systematically scrape, harvest, copy or redistribute substantial content or data without permission.

You must not remove proprietary notices, reverse engineer restricted software or bypass access controls, except to the extent a restriction is prohibited by applicable law. We may investigate misuse and restrict

access where reasonably necessary to protect our systems, content or users.

4. Information and representations on the Website

We aim to describe our capabilities accurately, but product descriptions, feature examples, integrations, data availability, timelines and illustrations may change. Screenshots and demonstration materials may depict particular client configurations, prototypes or illustrative outputs rather than standard features available to every customer.

Nothing on the Website is a binding offer, service-level commitment, implementation specification or guarantee of a particular result. Any commercial commitment is established in an applicable written agreement.

5. Geographic data, forecasts and analytical outputs

MapleViews examples may incorporate geographic boundaries, demographic estimates, market data, competition information, travel-time models, scoring systems, forecasts and other third-party or modelled information. Data can contain errors, omissions, sampling uncertainty, timing differences and assumptions; results may change as inputs or methods are updated.

Public examples are illustrative and not a substitute for independent professional judgment. Users should evaluate data fitness, commercial assumptions and relevant local conditions before making site-selection, investment, franchise territory or other consequential business decisions. Specific deliverables, methodologies and responsibilities are addressed in client agreements.

6. Client access and confidential information

Access to a MapleViews application, client portal, private demonstration or other restricted resource requires authorization and may be governed by additional terms. Authorized users are responsible for safeguarding their credentials and notifying the appropriate contact promptly if they suspect unauthorized use.

Do not submit trade secrets, credentials, sensitive personal information or confidential client datasets through the public contact form. Where confidential information must be exchanged, we can arrange an appropriate channel and address confidentiality obligations in a separate agreement.

7. Communications and submissions

If you send an inquiry, feedback or other communication, you represent that you have the right to provide it and that it is lawful and does not infringe another person’s rights. You retain any ownership rights in your submissions.

You authorize Market Forté and its service providers to receive, store, review and use your communication to respond to you and manage the related business interaction. We do not acquire ownership of your confidential business ideas merely because you contact us, and a public form submission alone does not create a confidential advisory or contractual relationship.

8. Privacy and third-party services

Our Privacy Policy explains how we handle personal information associated with the public Website. The Website may contain links, embedded services, maps or references to third-party websites and materials. We do not control those third parties or guarantee their content, security, availability or policies. Their separate terms may apply.

9. Website availability and changes

We may update, remove, suspend or restrict Website content or functionality for maintenance, security, legal or business reasons. We do not guarantee uninterrupted availability or that all information will remain current.

We may revise these Terms by posting an updated version with a new effective date. Continued use following publication constitutes acceptance to the extent permitted by applicable law.

10. Disclaimers

To the maximum extent permitted by applicable law, the public Website and its content are provided “as is” and “as available,” without express or implied warranties, including warranties of accuracy, completeness, non-infringement, merchantability, fitness for a particular purpose or uninterrupted operation.

We do not warrant that the Website will be free of errors, security vulnerabilities or harmful components. Nothing in these Terms limits rights or warranties that cannot lawfully be excluded.

11. Limitation of liability

To the extent permitted by applicable law, Market Forté and its officers, employees and service providers will not be liable for indirect, incidental, special or consequential losses, loss of profits, loss of business opportunities or loss of data arising from access to or use of the public Website.

For claims arising solely from the public Website, and not a separately contracted service, our aggregate liability will not exceed CAD $100, except where such a limit is prohibited by applicable law. These limitations do not exclude liability that cannot lawfully be limited. Separate client agreements govern liability associated with contracted services.

12. Governing law and general provisions

These Terms are governed by the laws of Ontario and the applicable federal laws of Canada, subject to mandatory laws that may apply. Courts located in Ontario will have jurisdiction over disputes concerning the public Website, unless applicable law requires otherwise.

If a provision is held unenforceable, the remaining provisions continue in effect. A failure to enforce a provision is not a waiver of our rights. These Terms do not create a partnership, agency or employment relationship.

13. Indemnification for misuse

To the extent permitted by applicable law, you agree to indemnify and hold harmless Market Forté Ltd., its directors, employees and representatives from third-party claims, losses and reasonable legal expenses arising directly from your unlawful use of the public Website, your infringement of another party’s rights through materials you submit, or your material breach of these Terms.

This obligation applies only to the extent the claim or loss results from your conduct. It does not require you to indemnify Market Forté for its own negligence, wilful misconduct or breach of applicable law. We will provide reasonably prompt notice of a claim and an opportunity for you to participate in its defence, subject to our right to protect our own interests.

You may not agree to a settlement that imposes obligations on Market Forté or admits fault on its behalf without our prior written consent. This section concerns the public Website only; indemnities relating to contracted MapleViews products or services, if any, are addressed in the applicable client agreement.

14. Contact

Questions about these Terms may be directed to Market Forté Ltd., info@marketforte.com, 200 North Service Road West, Suite 403, Oakville, Ontario L6M 2Y1, Canada.