



Dyna Software Inc.

Privacy Policy – California Residents

Effective as of: September 15, 2026

Last updated: September 15, 2026

California Residents - This privacy policy (the “**Privacy Policy**”) explains how Dyna Software Inc. and our affiliated companies (collectively, “**Dyna**”, “**we**”, “**our**” or “**us**”) collect, use, process, disclose, and retain your personal information when you access or use the Dyna Software website at <https://dynasoftwareinc.com> and any other websites linked to it (the “**Site**”).

In this Privacy Policy, “**Personal Information**” means information from residents of California (“**individuals**”) that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked to, directly or indirectly, a person or household as defined by California law. “**Sensitive Personal Information**” is a subset of Personal Information that can include the individual’s government identifiers, financial information, precise geolocation, race, religion, philosophical beliefs or union membership, communications, genetics, biometrics, health, sexual orientation or citizenship and immigration status.

Please review this Privacy Policy carefully. If you do not accept this Privacy Policy, please do not use our Site.

1. Types of Information We Collect

We collect the following categories of Personal Information:

Personal Information

Category	Examples
Identifiers	A real name, alias, email, telephone number, residential or business address, mailing address, unique identifiers for customer service and data analysis
Internet or other similar network activity	Browsing history, cookie information
Purchase history	Records of products or services purchased
Correspondence	Records related to correspondence sent and received by Dyna regarding our Services
Geolocation	Records related to your location to make suggestions based on physical location
Audio, electronic, visual or similar information	Call recordings to support customer support

Sensitive Personal Information

We do not collect, generate, or use Sensitive Personal Information for the purpose of inferring characteristics about you in connection with our Site.

2. Use and Processing of Personal Information

We collect and use Personal Information for various purposes, including:

- (a) to operate, maintain, and improve our Site;
- (b) to provide you with information about products or services that you request from us;
- (c) to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, or to take action regarding violations of our policies;
- (d) to notify you about changes to our Site or obtain any required consent;
- (e) for industry analysis, benchmarking, analytics, marketing, and other business purposes;
- (f) to track your browsing behaviour, such as the pages you visited over time, for analytics and advertising purposes;
- (g) to contact you for marketing purposes, in accordance with your marketing preferences;
- (h) to promote our products or services;
- (i) to protect the rights, property, or safety of Dyna, its affiliates, employees, agents, or others; or
- (j) to defend against a legal claim.

3. Legal Basis for Collecting and Processing Your Personal Information

Our legal basis for collecting and processing your Personal Information include:

- (a) our legitimate interests in protecting our Site from abuse, fraud, or security risks;
- (b) your consent when we ask for your consent to process your Personal Information for a specific purpose that we communicate to you. You have the right to withdraw your consent at any time; and
- (c) compliance with our legal obligations when we use your Personal Information to comply with applicable law or when we protect our or our affiliates', users', or third parties' rights, safety, and property.

4. Disclosure of Personal Information

We may share your Personal Information in the following circumstances:

- (a) **Vendors and Service Providers:** To assist us in meeting business operations needs and to perform certain services and functions, we may provide Personal Information to vendors and service providers, including providers of hosting services, customer service vendors, cloud services, email communication software, web analytics services, and other information technology providers, among others. Pursuant to our instructions, these parties will access, process, or store Personal Information only in the course of performing their duties to us.

- (b) **Corporate Transactions:** If we are involved in strategic transactions, reorganization, bankruptcy, receivership, or transition of service to another provider (collectively, a “**Transaction**”), your Personal Information and other information may be disclosed in the diligence process with counterparties and others assisting with the Transaction and transferred to a successor or affiliate as part of that Transaction along with other assets.
- (c) **Legal Requirements:** We may share your Personal Information, including information about your interaction with our Site with government authorities (i) if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, (ii) to protect and defend our rights or property, (iii) if we determine, in our sole discretion, that there is a violation of our terms, policies, or the law; (iv) to detect or prevent fraud or other illegal activity; (v) to protect the safety, security, and integrity of our products, employees, or users, or the public, or (vi) to protect against legal liability.
- (d) **Affiliates.** We may disclose Personal Information to our affiliates, meaning an entity that controls, is controlled by, or is under common control with Dyna. Our affiliates may use the Personal Information we share in a manner consistent with this Privacy Policy.
- (e) **Aggregated, Anonymized or De-identified Data.** We may also disclose aggregated, anonymized, or de-identified information, which cannot reasonably be used to identify you.

5. Retention of Your Personal Information

We keep Personal Information as long as it is necessary or relevant for the purposes for which it was collected. We also keep information as required by applicable laws and regulations.

6. How to exercise your rights

You can exercise your CCPA rights or ask for more information by contacting us by email at privacy@dynasoftwareinc.com.

7. Your California privacy rights

As a California resident, you have certain rights with respect to your Personal Information.

Under CCPA, you may only make a verifiable request for access twice within a 12-month period. The verifiable request must include certain criteria:

1. enough information to permit us to reasonably confirm you are the person about whom we collected Personal Information or an authorized representative; and
2. enough detail to permit us to properly understand, evaluate and respond to it.

Access to specific information rights

Subject to certain exceptions, you have the right to know what Personal Information we have collected about you and our use of your Personal Information for the period during which we retain the Personal Information for business purposes. Once we receive and confirm your verifiable request, we will provide you with the following information:

1. the categories of Personal Information that we collected about you;
2. the categories of sources for the Personal Information that we collected about you;
3. our business or commercial purpose for collecting that Personal Information;
4. the categories of third parties with whom we shared that Personal Information;
5. the categories of third parties with whom we disclosed that Personal Information; and
6. the specific items of Personal Information that we collected about you.

If we disclosed your Personal Information for a business purpose, we will provide a separate list of disclosures we made for a business purpose and identify the Personal Information categories that each type of recipient received.

Deletion request rights

You have the right to ask us to delete any of the Personal Information that we collected from you and retained, with certain exceptions. Once we receive and confirm your verifiable request, we will delete your Personal Information from our records, unless there is an exception.

Correction rights

Subject to certain exceptions, you also have the right to ask us to correct any inaccurate Personal Information that we collected from you and retained. Once we receive and confirm your verifiable request, we will correct your Personal Information within our records.

Antidiscrimination rights

You have the right to not receive discriminatory treatment for exercising your privacy rights.

We do not sell or share your Personal Information

We do not sell Personal Information, meaning under California law, we do not provide Personal Information to a third party for monetary or other valuable consideration. We do not sell Personal Information of minors under the age of 16. We also do not share Personal Information, meaning under California law, we do not provide Personal Information to third parties for cross-context behavioral advertising.

8. Modifications to our Privacy Policy

You acknowledge and agree that we may, in our sole discretion, modify or update this Privacy Policy by posting a revised version on the Site. The revised version will become effective immediately when it is published and shall then supersede any prior version. Your continued use of the Site after any such change constitutes your acceptance of any modifications to the Privacy Policy. We encourage you to check our policies regularly for updates.

9. Contact Information

For questions or complaints regarding our use of your Personal Information or this Privacy Policy, please contact us at privacy@dynasoftwareinc.com.