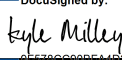


AIR

DATA COLLECTION AND USAGE

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1 Purpose

The purpose of this inventory is an extension to the [Privacy Notice](#) to outline the different types of data that is collected within the different Software Services provided by AIR Resilience Inc and Atlantic Institutes for Resilience (collectively AIR). This document will summarize the categories of data elements captured, the source, purpose of collection, and steps to ensure limitation of access within and specific to each Software Service. Additional details on the intended use and applicability of each of the listed Software Services can be seen in our [Description of Software Services](#).

2 Product Offering Components

While delivering a service to our clients, individuals either on their own or as a member of a client organization may engage with one or multiple of the following Software Services. The following details provide a complete view of the potential information that might be collected or used by AIR in the delivery of service. At any time, an individual can request additional information on which Software Services are applicable to their engagement or situation by contacting the Privacy Officer via email at kyle@air-institutes.com

2.1 AIR-Institutes.com Domain Webpages

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
Website traffic data. This includes information on the location of your IP, the browser and device type you are viewing from, and the pages you visit within our website.	Browser Cookies	We use this information to improve and customize your browsing experience and for aggregate analytics and metrics about our visitors both on this website and other linked media.	The website traffic data is stored and accessed by authorized users in our Google Analytics and HubSpot Contact Relationship Management (CRM) system. We do not sell or redistribute this data.
Web Form Data. This includes name, email, organization and other details as entered on Forms within the website allowing access to certain content, requests to be contacted, book a call, and manage subscription preferences.	Website Embedded Forms.	We use this information to remember users and provide access to relevant information in support of interest in our products and services.	Website form data is stored and accessed by authorized users in our HubSpot CRM. Subscription preferences can be updated to control at restrict use of form data for marketing purposes.
Transaction Processing Data. This includes name, email, address, phone number, and other information required to fulfill purchases of products or services on our webstore. We do not collect or store any credit card or banking payment information	WooCommerce webstore	Process and fulfill purchases of products or services withing our webstore.	Transaction data is stored and accessed by authorized users in our Webhosting platform WordPress and through our HubSpot CRM system.
Live Chat Data. This includes all conversation history entered within the Live Chat feature on the website.	Live Chat Interface on the Website	We collect and store this information to provide support to our end users. We may use aggregate chat data to improve the quality of the information on our website, Frequently Asked Questions, and documentation and to improve the quality of our support.	Live Chat data is stored and accessed by authorized users in our HubSpot CRM.

2.2 Functional Resilience Question-AIR and Personal Resilience Assessment

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
<p>Functional Resilience Question-AIR (FRQ) Responses</p> <p>Data captured includes consent to waiver, date completed, name email, and numerical responses to 64 functional resilience questions. It also includes demographic data such as occupation, age, gender identity, and level of education.</p>	SurveyMonkey	The data collected is used to generate a Personal Resilience Assessment report. This report is shared with you and discussed in a session with an expert AIR faculty.	<p>Response data is stored in a secure cloud via SurveyMonkey which has limited access to just authorized administrators and is protected by two factor authentication. The administrator uses a hosted encrypted AWS remote environment to download the data and generate the report PDF to be shared securely exclusively with you and your AIR faculty. Personal response data and report PDF's are securely stored and then automatically deleted from our systems 6 weeks after your debrief session.</p> <p>No individual FRQ response data or Personal Resilience Assessment report is shared or provided to any person other than the individual and their assigned faculty. Especially noting it will not be shared or discussed with an individual's colleagues or employer.</p> <p>Survey Monkey data is stored in the United States.</p>
<p>Aggregate anonymized response research database.</p> <p>This includes a date, the responses to the 64 functional resilience questions, and demographic data associated with</p>	AWS RDS Database	For research purposes on the aggregate patterns such as distribution of responses over time or across demographics.	Access to the research database is provided via a read-only AWS account for which access is limited and monitored. Limitation includes only authorized AIR employee researchers who have an approved research reason to query the data on aggregate.

a random unique identifier.			Data in the research database is stored in Canada.
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2.3 AIR Campus Courses: Accredited Asynchronous E-learning Modules

Courses Such as:

- Mental Health & Resilience
- Resilience & Mental Fitness

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
Profile Information This includes your name, email and a unique password used to access licensed AIR courses.	User account is managed and maintained by the end user via the Momentum portal. AIR staff may use email lists to send out an invitation to an end user to create a profile associated with a known email address.	The profile information allows unique and secure access to the courses hosted within the Momentum portal.	AIR and Momentum Administrators have access to name and email in order to manage license access to courses and support account troubleshooting. Profile information data is stored in Canada.
Course Progress Within the Momentum portal a users progress through authorized courses is tracked. Data collected include % complete, last login date, and number of logins for each user by authorized course.	Progress data is stored within the Momentum database.	Progress data is captured and used to report aggregate completion data. AIR and Momentum also analyzes progress data to identify areas for curriculum improvement.	Access to the individualized progress data is limited to AIR, Momentum, and organizational administrators. If an organization has purchased course licenses for a group of individuals, this data may be used to generate reports of completion rates that may be distributed and disseminated by an organizational administrator. Course progress data is stored in Canada.

Quiz Responses Throughout the course lessons, quizzes are used to test comprehension of understanding. The responses and whether the response entered was correct or incorrect is stored.	Quiz response data is stored within the Momentum database and accessible to AIR administrators.	Quiz data is captured and used to determine if sufficient comprehension has been obtained on a lesson area. AIR and Momentum also analyzes quiz success data to identify areas for curriculum improvement.	Access to the individualized quiz response data is limited to authorized AIR and Momentum administration staff. Specific individual quiz response data is never shared. Quiz response data is stored in Canada.
Certificate Upon successful completion of a course a certificate of completion is generated.	A record of all certificates completed by individual by course is stored within the Momentum database.	An individual can view a list and download their individual certificates within their Momentum portal.	Access to individual certificate data is limited to the individuals themselves and authorized AIR and Momentum administrators. Certificate data is stored in Canada.

2.4 The Resilience Question-AIR and Scorecard

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
The Resilience Question-AIR Data captured includes date completed, name email, and numerical responses to 16 perceptions of individual and organizational resilience.	SurveyMonkey	The data collected is used to generate an aggregate Resilience Scorecard report which is shared with the organization. The Scorecard does not present individual scores. It compares the aggregates of 8 indicators of resilience at different time points.	Response data is stored in a secure cloud via SurveyMonkey which has limited access to just authorized administrators and is protected by two factor authentication. The administrator uses a hosted encrypted AWS remote environment to download the data and generate the report PDF to be shared exclusively on aggregate with organizational stakeholders. No individual Question-AIR response data is shared or provided to any person. Especially noting it will not be shared or discussed with

			<p>an individual's colleagues or employer at an individually identifiable level.</p> <p>SurveyMonkey data is stored in the United States.</p>
<p>Aggregate anonymized response research database.</p> <p>This includes a date, the responses to the resilience questions, and an organizational identifier associated with a random unique identifier.</p>	AWS secure storage	<p>Aggregate analysis is used internally at AIR to analyze the relationship between usage of AIR Space and improvements on the Scorecard metrics, and overall program efficacy.</p> <p>The aggregate and anonymized data collected may be used for marketing or research purposes.</p> <p>Research purposes may include the analysis of measures, creation of white papers, presentation at conferences, and creation of scientific studies that used archived AIR data.</p> <p>Marketing purposes may include the creation of case studies for websites, trade shows, proposals, and social media, among other modalities.</p>	<p>Access to the research database is provided via a read-only AWS account for which access is limited and monitored. Limitation includes only authorized AIR employee researchers who have an approved research reason to query the data on aggregate.</p> <p>Research database data is stored in Canada.</p>

2.5 The Organizational Fitness Question-AIR and Report (OrgFit)

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
<p>The Organizational Fitness Question-AIR</p> <p>Data captured includes date completed, name email, and numerical responses to measures of individual, team and organizational health and performance.</p>	SurveyMonkey	<p>The data collected is used to generate an aggregate Organizational Fitness report which is shared with the organization. The report does not present individual scores. It compares the aggregates of 15 indicators of health and performance at different time points.</p>	<p>Response data is stored in a secure cloud via SurveyMonkey which has limited access to just authorized administrators and is protected by two factor authentication. The administrator uses a hosted encrypted AWS remote environment to download the data and generate the report PDF to be shared exclusively on aggregate</p>

There are 15 indicators total.			<p>with organizational stakeholders.</p> <p>No individual Question-AIR response data is shared or provided to any person. Especially noting it will not be shared or discussed with an individual's colleagues or employer at an individually identifiable level.</p> <p>Survey Monkey data is stored in the United States.</p>
<p>Aggregate anonymized response research database.</p> <p>This includes a date, the responses to the questions, and an organizational identifier associated with a random unique identifier.</p>	AWS secure storage	<p>Aggregate analysis is used internally at AIR to analyze the relationship between usage of AIR Space and improvements on the report metrics, and overall program efficacy.</p> <p>The aggregate and anonymized analysis may also be used for research and marketing purposes.</p> <p>Research purposes may include the analysis of measures, creation of white papers, presentation at conferences, and creation of scientific studies that used archived AIR data.</p> <p>Marketing purposes may include the creation of case studies for websites, trade shows, proposals, and social media, among other modalities.</p>	<p>Access to the research database is provided via a read-only AWS account for which access is limited and monitored. Limitation includes only authorized AIR employee researchers who have an approved research reason to query the data on aggregate.</p> <p>Research database data is stored in Canada.</p>

2.6 AIR Space / Personal Resilience Portal / Internet-Based Resilience Training (iRT)

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
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AIR Space Profile Information This includes your name, email and a unique password used to access AIR Space. Additionally, Birth Month and Year are captured. Lastly, optional demographic information such as industry and job responsibility are captured with profile creation.	User account information may be managed and maintained by the end user via the AIR Space portal. AIR Space Profile data is stored in an encrypted AWS RDS database.	The profile information allows unique and secure access to AIR Space as well as facilitates email notifications relevant to AIR Space progress. Birth Month and Year are captured to verify that the end user is within the age range that the application has been designed for and to understand aggregate demographic usage behaviours.	Only authorized AIR employees or subcontractors have access to the AWS RDS data. Access to the database is provided via a read-only AWS account for which access is limited and monitored. Limitation of access requires program administrators or researchers who have an approved reason to query the data on aggregate. Access to the individualized progress data is limited to authorized AIR administration staff. If an organization has purchased licenses for a group of individuals, this data may be used to generate aggregate reports of completion rate, which may be shared with the organization. Individual progress information may be shared with the organization if it is necessary for the execution of the program, and only when users have been notified in advance. Access to the individualized quiz and activity response data is limited to authorized AIR administration staff. Specific individual quiz and activity response data is never shared. Access to individual certificate data is limited to the individuals themselves and authorized AIR administrators. Certificate data may be shared with the organization if it is
Application Progress	Progress data is stored in an encrypted AWS RDS database.	Progress data is captured and used to support points and badges within the application for the end user. Reports on aggregate completion data, progress, and points may be shared with organizational sponsors as part of a program. AIR also analyzes progress data to identify areas for application experience improvement.	
Starting Point Responses	Starting Point Response data is stored in an encrypted AWS RDS database.	The starting point responses are used to make personal recommendations on areas of AIR Space that would be most useful for resilience development.	
Activity Responses	All activity response data is stored in an encrypted AWS RDS database.	Responses to the activity elements such as sliders, multiple choice, short	

		answer, and ranking are stored and used to personalize the experience within the activities of AIR Space.	necessary for the execution of the program, and only when users have been notified in advance. AIR Space data is stored in Canada.
Aggregate Application Navigation Data. This includes information on location, browser and device type you are viewing from, and the pages you visit within our application.	Amplitude events based on browser cookie data.	We use this information analyze aggregate Application Navigation data to improve and customize the application experience and for aggregate research.	The Application Navigation data is stored and accessed by authorized users in our Amplitude system. This system does not store any. We do not sell or redistribute this data.

2.7 Kajabi

Category of Data Collected	Source / Storage of Data	Purpose of Collection	Limitation of Access
Profile Information Data captured includes full name, email, and group membership information.	Kajabi	The profile information allows unique and secure access to Kajabi as well as facilitates communications as part of program delivery, along with marketing communications.	Program coaches, facilitators, moderators and administrators can view this data to assist with program delivery, IT, and communications. Marketing personnel may view this data to assist with marketing communications for AIR products. Program development leads may access this information to assess and improve AIR's programming. Profile information may be visible to other AIR-affiliated organizations and members. User response data may be visible to other members of a user's program, except for coaching programs. Coaching program user response data is not visible to other members or organizations. Profile information and unidentified user response data may be shared with
User Response Data This includes a range of individual responses within components of Kajabi AIR products. This may include responses to discussion boards, "ask the expert" expert chats, challenge interactions, and more.	Kajabi	User response data is collected as a necessary component of AIR's programming. The purpose is to build community, understanding and connection between people using the Kajabi platform. Additionally, user response data may be used for marketing purposes and to inform program development.	

			<p>organizational representatives to assist with program delivery and feedback. Identifiable individual response data is never shared by AIR with organizational representatives (unless they are users themselves) or the public without prior consent from the individual.</p> <p>Kajabi data is stored in the United States.</p>
<p>Meet-Up Data</p> <p>One Kajabi feature includes Meet-Ups, which are live web conferencing events that may be recorded. This data may involve information captured during sessions (like chats), and recordings of sessions.</p>	Kajabi	<p>Meet-up data is as a necessary component of AIR's programming. The purpose is to capture insights from the group that can be used to drive community, understanding, and connection between people. Recorded sessions may be shared so that users that missed the event may view the content. Live and recorded sessions may also be used to inform program development.</p>	<p>Program coaches facilitators, moderators, and administrators can view this data to assist with program delivery, IT, and communications. Event data, including recordings, may be shared with other users and organizational representatives of the program in which the event occurred. Marketing personnel may view this data to assist with marketing communications for AIR products. Program development leads may access this information to assess and improve AIR's programming. Meet-Up data is never shared by AIR to the public without prior consent from the organization.</p> <p>Kajabi data is stored in the United States.</p>