

ZSE ECOSYSTEM

PARTNER PRIVACY POLICY

Effective Date: November 1, 2026

Last Updated: October 6, 2026

1. INTRODUCTION

Zhoosh Service Enterprise Inc. ("**ZSE**," "**we**," "**us**," or "**our**") is committed to protecting the privacy, confidentiality, and security of information provided by businesses, organizations, referral partners, representatives, and authorized users participating in the **ZSE Ecosystem**.

The ZSE Ecosystem is designed to connect clients with qualified and authorized service providers while creating a trusted network of businesses and organizations that can refer clients to the Ecosystem.

A **ZSE Partner** is a business, organization, professional, or other approved referral source that introduces or refers clients to the ZSE Ecosystem so those clients can explore, request, and obtain products and services available through the Ecosystem.

This Partner Privacy Policy explains how ZSE collects, uses, protects, stores, and discloses information relating to Partners and their authorized representatives.

ZSE's objective is to provide Partners with a secure environment in which they can refer clients to the Ecosystem while protecting the Partner's information and respecting the privacy, choice, and control of the referred client.

By registering as a Partner, creating an account, submitting information, referring clients, or otherwise using the ZSE Ecosystem, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of information as described in this Policy, subject to applicable law.

2. ZSE'S PARTNER PRIVACY COMMITMENT

ZSE understands that Partners are entrusting the Ecosystem with important business information and, in some circumstances, information relating to their clients.

ZSE will not sell, rent, trade, or otherwise commercially disclose a Partner's personal information to third parties for their independent marketing purposes.

Information provided by a Partner will be used for legitimate purposes connected to the Partner's participation in the ZSE Ecosystem, including:

- establishing and administering the Partner relationship;
- creating and maintaining the Partner's business profile;
- making the Partner's approved business information visible within the ZSE Ecosystem;
- creating opportunities for the Partner's business to be recognized within the Ecosystem;
- supporting the Partner's referral relationship with ZSE;
- enabling referred clients to access appropriate products and services;
- facilitating communication between ZSE and the Partner;
- facilitating authorized communications between the Partner and other participants in the Ecosystem;
- administering referrals and related activities;
- providing the Partner with information concerning its participation in the Ecosystem;
- maintaining the security and integrity of the Ecosystem;
- improving ZSE services and the Partner experience; and
- complying with applicable legal, regulatory, contractual, accounting, security, and business requirements.

3. THE PURPOSE OF THE ZSE PARTNER PROGRAM

The ZSE Partner Program is intended to create a trusted referral pathway between businesses and the ZSE Ecosystem.

A Partner may identify a client who requires a product or service that may be available through the ZSE Ecosystem.

The Partner may refer that client to ZSE.

The ZSE Ecosystem is then intended to help the client:

1. identify appropriate services;
2. explore available service providers;
3. understand available options;
4. make an informed decision;
5. select a service provider; and
6. receive professional service from an authorized Vendor or Agent within the Ecosystem.

The Partner relationship is therefore intended to create value for **three parties**:

The Partner

The Partner has access to a trusted Ecosystem to which clients can be referred.

The Client

The client gains access to qualified service providers and services available through the ZSE Ecosystem.

The ZSE Ecosystem

ZSE facilitates the connection between the client and appropriate service providers while maintaining standards, processes, and system integrity.

4. WHO THIS POLICY APPLIES TO

This Policy applies to:

- ZSE Partners;
- businesses and organizations participating as Partners;
- owners and principals of Partner organizations;
- employees and representatives authorized to use a Partner account;
- independent contractors authorized by a Partner;
- agents acting on behalf of a Partner; and
- individuals whose personal information is provided to ZSE in connection with a Partner relationship.

For purposes of this Policy:

"Partner"

means an approved business, organization, professional, referral source, or other entity that refers or introduces clients to the ZSE Ecosystem.

"Client"

means an individual, business, organization, or other eligible user who accesses the ZSE Ecosystem to explore, request, purchase, or obtain products or services.

"Vendor"

means a business or service provider approved to offer products or services through the ZSE Ecosystem.

"Agent"

means an individual or organization authorized to act within the ZSE Ecosystem on behalf of or in connection with an approved Vendor or service function.

"ZSE Administrator"

means an authorized ZSE employee, representative, or administrator responsible for managing, supporting, monitoring, or administering the Ecosystem.

5. INFORMATION WE MAY COLLECT FROM PARTNERS

ZSE will collect information reasonably necessary to establish, administer, support, secure, and maintain a Partner relationship.

This may include:

A. Partner Business Information

- legal business name;
- operating or trade name;
- business address;
- telephone number;
- business email;
- website;
- business description;
- business category;
- areas of operation;
- services provided;
- logo and other branding materials;
- business registration information;
- professional qualifications or certifications where applicable;
- referral areas or areas of specialization;
- information about the nature of the Partner relationship; and
- other information the Partner chooses to provide.

B. Partner Representative Information

Where an individual represents the Partner, ZSE may collect:

- name;
- title or position;
- business email;
- business telephone number;
- username;
- login credentials;
- account preferences;
- communications with ZSE; and
- information necessary to authenticate and administer the account.

C. Referral Information

Where applicable, ZSE may collect information concerning:

- referrals made by the Partner;
- referral dates;
- general service categories requested;
- referral status;
- communications concerning the referral;
- client consent or authorization relating to the referral;
- services requested;
- selected service providers; and
- other information reasonably necessary to administer the referral.

6. CLIENT INFORMATION PROVIDED THROUGH A PARTNER

Partners may choose to refer a client to the ZSE Ecosystem.

A Partner should only provide ZSE with client information where the Partner has appropriate authority, permission, consent, or another lawful basis to do so.

Partners should not provide ZSE with unnecessary personal information.

Where possible, the referral process should allow the client to enter or provide their own information directly to ZSE.

This approach helps ensure that the client understands:

- that they are entering the ZSE Ecosystem;

- how their information will be used;
 - what services they are requesting;
 - what service providers may become involved; and
 - when their information may be shared with a particular Vendor or Agent.
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7. CLIENT CHOICE IS CENTRAL TO THE PARTNER MODEL

The ZSE Ecosystem is designed to respect the client's ability to make an informed decision about the service provider with whom they wish to do business.

A Partner referral does not automatically authorize disclosure of the client's information to every Vendor or Agent within the ZSE Ecosystem.

Where a client has requested a service, ZSE may identify or present appropriate service options.

Information relating to the client and the requested service should only be made available to the relevant ZSE Agent or Vendor when the client has agreed to proceed with that specific service provider, subject to applicable law and the client's consent.

This principle is intended to ensure that:

- the client maintains meaningful choice;
 - service providers only receive information necessary to fulfill an authorized request;
 - Partners are not bypassed through unauthorized use of their referral information;
 - client information is not indiscriminately distributed throughout the Ecosystem; and
 - the ZSE Ecosystem remains a trusted referral and service environment.
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8. USE OF PARTNER INFORMATION

ZSE may use Partner information to:

Administer the Partner Relationship

- establish and maintain the Partner account;
- verify the Partner;
- communicate with the Partner;
- manage referrals;
- provide Partner support; and

- maintain appropriate business records.

Promote the Partner

With the Partner's approval, appropriate business information may be used to make the Partner visible within the ZSE Ecosystem.

This may include:

- business name;
- logo;
- description;
- website;
- business category;
- services;
- areas of operation; and
- other approved business information.

Support Referrals

ZSE may use Partner information to identify and administer referrals and to understand the relationship between the Partner, the referred client, and the requested service.

Facilitate Communication

ZSE may communicate with Partners concerning:

- referrals;
- client requests;
- service categories;
- account matters;
- opportunities;
- system notifications;
- security;
- technical matters;
- Partner support; and
- other legitimate Ecosystem activities.

Improve the Ecosystem

ZSE may use aggregated or appropriately de-identified information to analyze referral activity, service demand, system performance, and other trends to improve the ZSE Ecosystem.

9. VISIBILITY OF PARTNER INFORMATION

One of the benefits of becoming a ZSE Partner may be increased visibility within the ZSE Ecosystem.

However, ZSE will distinguish between:

Information intended for Ecosystem visibility

This may include approved:

- company name;
- logo;
- business description;
- website;
- services;
- business category;
- general business contact information; and
- other information the Partner has authorized for publication.

Private Partner information

This may include:

- login credentials;
- private account information;
- internal communications;
- confidential business information;
- private contact information not designated for publication; and
- other information that the Partner has not authorized for public or Ecosystem-wide visibility.

Private information will not be made available to other Ecosystem participants except where authorized, necessary for an identified purpose, or permitted or required by law.

10. INFORMATION SHARED WITH ZSE AGENTS AND VENDORS

The ZSE Ecosystem may include multiple authorized service providers.

ZSE does **not** intend to make Partner or referred-client information available indiscriminately to all Vendors or Agents.

Information may be shared with an appropriate Agent or Vendor when:

1. the client has requested a particular service;
2. the service provider is authorized to provide that service;
3. the service provider is appropriate for the request; and
4. the client has agreed to proceed with that specific service provider, where such agreement is required.

Only information reasonably necessary to fulfill the authorized service request should be disclosed.

11. INFORMATION ABOUT CLIENTS REFERRED BY PARTNERS

Where a Partner refers a client to the ZSE Ecosystem, ZSE may receive information about the client.

ZSE may use that information to:

- establish the client's Ecosystem account;
- understand the client's service requirements;
- identify appropriate services;
- present available service-provider options;
- facilitate the client's request;
- communicate with the client;
- administer the service request;
- facilitate an authorized connection with a Vendor or Agent; and
- maintain appropriate records.

ZSE will not treat a Partner referral as blanket permission to distribute client information to unrelated Vendors, Agents, Partners, or third parties.

12. PARTNER INFORMATION WILL NOT BE SOLD

ZSE does not sell, rent, or trade Partner personal information.

ZSE also does not intend to provide Partner information to unrelated third parties for their independent marketing purposes.

The Ecosystem is designed to create business opportunities through legitimate referrals and service connections—not through the sale of Partner data.

13. DISCLOSURE OF INFORMATION

ZSE may disclose information in limited circumstances where reasonably necessary, including:

- to provide or administer Ecosystem services;
 - to process an authorized referral;
 - to facilitate a client-requested service;
 - to authorized ZSE personnel;
 - to service providers working on behalf of ZSE;
 - where the Partner has authorized the disclosure;
 - where the client has provided appropriate consent;
 - where disclosure is necessary to fulfill an authorized transaction or service request;
 - where required or permitted by law;
 - to comply with a court order, legal process, or lawful government request;
 - to investigate fraud, misuse, security incidents, or unlawful activity;
 - to protect the rights, property, safety, or security of ZSE, Partners, clients, Vendors, Agents, or others; or
 - in connection with a merger, acquisition, financing, reorganization, or sale of assets, subject to applicable privacy requirements.
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14. THIRD-PARTY SERVICE PROVIDERS

ZSE may use third-party providers to operate and support portions of the ZSE Ecosystem.

These may include providers of:

- hosting;
- cloud infrastructure;
- communications;
- email;
- payment processing;
- cybersecurity;

- analytics;
- customer support;
- document management;
- authentication; and
- other technology services.

Where third parties process information on behalf of ZSE, ZSE will take reasonable steps to require appropriate privacy and security protections.

Information may be stored or processed in Canada or another jurisdiction where ZSE or its service providers operate.

Information processed outside Canada may be subject to the laws of the jurisdiction in which it is processed.

15. SECURITY SAFEGUARDS

ZSE takes reasonable administrative, technical, and physical measures to protect Partner and client information against:

- unauthorized access;
- unauthorized disclosure;
- loss;
- theft;
- misuse;
- alteration;
- destruction; and
- other inappropriate handling.

Safeguards may include:

- account authentication;
- password controls;
- access restrictions;
- encryption or secure transmission;
- secure hosting;
- system monitoring;
- security logging;
- administrative controls;
- backup and recovery procedures;
- employee and contractor safeguards; and
- other measures appropriate to the sensitivity of the information.

No Internet-based system can be guaranteed to be completely secure. ZSE therefore cannot guarantee absolute protection against every possible security threat.

16. PARTNER ACCOUNT SECURITY

Partners are responsible for protecting their account credentials.

Partners should:

- maintain strong and unique passwords;
- not share passwords;
- restrict account access to authorized personnel;
- promptly remove access for former employees or representatives;
- notify ZSE of suspected unauthorized access;
- keep account information current; and
- use the Ecosystem only for legitimate business purposes.

ZSE may suspend or restrict an account where it reasonably believes that the account has been compromised or poses a risk to the security or integrity of the Ecosystem.

17. PARTNER COMMUNICATIONS

ZSE may communicate with Partners regarding:

- referral activity;
- client requests;
- Partner account administration;
- system updates;
- security matters;
- service opportunities;
- technical support;
- training;
- changes to the Ecosystem;
- policy updates;
- Partner benefits; and
- other legitimate business matters.

Where applicable, ZSE will provide appropriate options regarding promotional communications.

Operational, security, account, and transaction-related communications may continue where reasonably necessary to administer the Partner relationship.

18. MARKETING OF THE PARTNER

An important purpose of the Partner relationship is to recognize and promote participating businesses within the ZSE Ecosystem.

Subject to the Partner's selections and applicable law, ZSE may use approved Partner information to:

- display the Partner's business profile;
- identify the Partner as a ZSE Partner;
- promote the Partner's services;
- include the Partner in appropriate Ecosystem categories;
- facilitate business opportunities;
- communicate the Partner's availability or areas of expertise; and
- support Ecosystem marketing.

ZSE will not represent that a Partner provides a service that the Partner has not indicated it provides.

19. NO GUARANTEE OF BUSINESS OR REFERRAL VOLUME

Participation as a ZSE Partner provides access to the ZSE Ecosystem and a referral opportunity.

However, registration as a Partner does not guarantee:

- a specific number of referrals;
- a specific number of clients;
- a specific level of sales;
- a specific amount of revenue;
- a particular ranking;
- a particular search position; or
- any minimum business volume.

The ZSE Ecosystem is intended to create opportunities while allowing clients to make their own purchasing and service-provider decisions.

20. PARTNER RESPONSIBILITIES REGARDING CLIENT PRIVACY

Partners must respect the privacy of their clients when making referrals to ZSE.

Partners should:

- provide only information they are authorized to provide;
- obtain appropriate consent where required;
- avoid providing unnecessary personal information;
- accurately communicate the nature of the referral;
- inform clients when appropriate that they are being referred to ZSE;
- use client information only for legitimate purposes;
- protect client information;
- not sell or misuse information obtained through the ZSE Ecosystem;
- promptly report privacy or security incidents; and
- comply with applicable privacy laws.

The Partner remains responsible for its own collection and handling of client information before that information is transferred to ZSE.

21. DATA ACCURACY

Partners are responsible for ensuring that their business information is accurate, complete, and current.

Partners should promptly update:

- company name;
- contact information;
- business address;
- website;
- services;
- business category;
- authorized representatives;
- referral information; and
- other relevant account information.

ZSE may request additional information where necessary to verify or maintain the accuracy of a Partner's profile.

22. ACCESS AND CORRECTION

Partners may request access to personal information that ZSE holds about them, subject to applicable law.

Partners may also request correction of information that is inaccurate or incomplete.

Where available, Partners may update certain information directly through the ZSE Ecosystem.

For information that cannot be changed through the system, the Partner may contact ZSE using the privacy contact information provided in this Policy.

ZSE may take reasonable steps to verify the identity of an individual requesting access to or correction of information.

23. RETENTION OF INFORMATION

ZSE will retain Partner information only for as long as reasonably necessary for:

- the purposes for which it was collected;
- administration of the Partner relationship;
- referral and transaction records;
- legal or regulatory obligations;
- accounting requirements;
- dispute resolution;
- security and fraud prevention;
- enforcement of agreements; or
- other legitimate purposes permitted by law.

When information is no longer required, ZSE will take reasonable steps to securely delete, destroy, or anonymize it in accordance with applicable law and ZSE's retention practices.

24. PRIVACY INCIDENTS AND BREACHES

ZSE maintains procedures for responding to suspected privacy and security incidents.

If ZSE becomes aware of a privacy breach involving personal information, ZSE will assess the incident and take appropriate action in accordance with applicable law.

This may include:

- containing the incident;
- investigating the cause;
- assessing the information involved;
- taking corrective action;
- notifying affected individuals where required;
- notifying privacy regulators or other authorities where required; and
- implementing measures to reduce the risk of recurrence.

Partners must promptly notify ZSE if they become aware of unauthorized access, disclosure, loss, theft, or misuse of information obtained through the ZSE Ecosystem.

25. COOKIES AND SIMILAR TECHNOLOGIES

The ZSE Ecosystem may use cookies and similar technologies to:

- maintain user sessions;
- authenticate users;
- remember preferences;
- improve system functionality;
- analyze usage;
- improve performance;
- support security; and
- enhance the user experience.

Users may be able to manage cookies through their browser settings. Disabling certain cookies may affect portions of the Ecosystem.

26. BUSINESS INFORMATION AND PERSONAL INFORMATION

Information relating to a business may not constitute personal information in every circumstance.

However, information relating to an identifiable individual—including a Partner's owner, employee, representative, Agent, or other individual—may constitute personal information and will be handled in accordance with applicable privacy laws.

ZSE will distinguish, where appropriate, between:

- business information intended for Ecosystem visibility; and
 - private personal information requiring protection.
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27. CHILDREN AND MINORS

The ZSE Partner Program is intended for businesses, organizations, professionals, and other appropriate participants.

ZSE does not knowingly seek to collect personal information from children where prohibited by applicable law.

If ZSE becomes aware that personal information has been collected from a child in circumstances where collection is not appropriate or lawful, ZSE will take reasonable steps to address the situation.

28. THIRD-PARTY WEBSITES

The ZSE Ecosystem may contain links to third-party websites, applications, social-media platforms, payment providers, or other external services.

ZSE does not control the privacy practices of these third parties.

When a Partner leaves the ZSE Ecosystem or interacts directly with a third-party service, that third party's privacy policy and terms may apply.

Partners should review the privacy policies of third-party services before providing information.

29. CHANGES TO THIS PRIVACY POLICY

ZSE may update this Privacy Policy periodically to reflect:

- changes to the ZSE Ecosystem;
- new features;
- changes in technology;
- changes in business practices;
- changes in privacy legislation;
- changes in third-party service providers; or
- improvements to ZSE's privacy and security practices.

The most current version will be made available through the ZSE Ecosystem or ZSE website.

Where required by law, ZSE will provide appropriate notice and obtain consent for material changes affecting the collection, use, or disclosure of personal information.

30. GOVERNING PRIVACY LAW

ZSE intends to manage personal information in accordance with applicable Canadian privacy legislation and other privacy laws that may apply based on the nature of the information, the activities involved, and the location of the individual or organization.

Depending on the circumstances, applicable requirements may include the **Personal Information Protection and Electronic Documents Act (PIPEDA)** and applicable provincial privacy legislation.

ZSE will maintain privacy practices based on principles including:

- accountability;
- identifying purposes;
- consent;
- limiting collection;
- limiting use, disclosure, and retention;
- accuracy;
- safeguards;
- openness;
- individual access; and

- the ability to challenge compliance.

Nothing in this Policy is intended to remove or restrict any privacy rights available under applicable law.

31. PRIVACY QUESTIONS, REQUESTS AND COMPLAINTS

ZSE welcomes questions and concerns regarding the handling of Partner or client information.

A Partner may contact ZSE to:

- ask questions about this Privacy Policy;
- request access to personal information;
- request correction of inaccurate information;
- withdraw consent where applicable;
- report a privacy or security incident;
- raise a concern about the handling of information; or
- submit a formal privacy complaint.

ZSE will investigate privacy complaints in a reasonable and timely manner and will take appropriate corrective action where required.

Privacy Contact

Zhoosh Service Enterprise Inc. (ZSE)

Privacy Officer / Privacy Contact

Email: info@zse.ca

Website: <https://zse.ca>

Telephone: 416 616 9804

Where a privacy concern cannot be resolved directly with ZSE, an individual may have the right to bring the matter to the appropriate privacy regulatory authority, including the Office of the Privacy Commissioner of Canada where applicable.

32. PARTNER ACKNOWLEDGEMENT AND CONSENT

By registering as a Partner and continuing to use the ZSE Ecosystem, the Partner acknowledges that:

1. it has read and understood this Privacy Policy;
 2. it understands how ZSE may collect, use, protect, store, and disclose information;
 3. it understands that approved Partner business information may be displayed within the ZSE Ecosystem;
 4. it understands that ZSE does not sell or trade Partner personal information;
 5. it understands that client information is not automatically distributed to all Vendors or Agents;
 6. it understands that a client's agreement to proceed with a specific Vendor or Agent is an important part of the service connection process;
 7. it agrees to provide accurate and current information;
 8. it will respect the privacy and choices of clients it refers to ZSE;
 9. it will only provide ZSE with client information that it is authorized to provide;
 10. it will protect information obtained through the ZSE Ecosystem; and
 11. it will comply with applicable privacy laws and ZSE's applicable policies and agreements.
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33. ZSE PARTNER PRIVACY PROMISE

Your Referral. Your Relationship. Your Privacy.

The ZSE Ecosystem is designed to allow trusted Partners to refer their clients to a broader network of products and services while maintaining a strong commitment to privacy, choice, and security.

ZSE does not sell or trade Partner information.

Your approved business information may be used to identify and promote your company within the ZSE Ecosystem and to create opportunities for your business.

When you refer a client, the purpose is to help that client access quality services through the Ecosystem—not to give unrestricted access to the client's information.

The client remains at the centre of the service connection.

Where a client requests a service, the ZSE Ecosystem may identify appropriate service options. The client's information should only be provided to the appropriate authorized Vendor or Agent when the client agrees to proceed with that specific service provider, subject to applicable law and the client's consent.

ZSE's role is to help create a **trusted, secure and efficient connection between Partners, Clients, Vendors and Agents**, while protecting the information entrusted to the Ecosystem.

ZSE — Connecting Businesses, Services, Opportunities and Clients.