

# DGA Impact™ Privacy Policy

Version 1.0 — Effective March 15, 2026

## 1. Introduction

DGA Impact Inc.™ ("DGA Impact™", "we", "us") is committed to protecting the privacy of our subscribers and users. This Privacy Policy describes how we collect, use, disclose, and protect your personal information when you use Authority Hub™, Mortgage Insight Lab™, and related services (collectively, "Services").

This policy is designed to comply with Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy legislation.

## 2. Privacy Officer

Our Privacy Officer is responsible for our compliance with this policy and applicable privacy laws. You may contact our Privacy Officer at: [privacy@dgaimpact.com](mailto:privacy@dgaimpact.com).

## 3. Information We Collect

### 3.1 Subscriber Account Information

Full name, email address, phone number, business name, profession, market selection, niche selections, brokerage name and license information, business address, platform URLs (website, Google Business Profile, LinkedIn, booking), LOS platform (mortgage professionals, optional), and billing information (processed by Stripe).

### 3.2 Voice and Expertise Profile Data

VBP (Voice Brand Profile) interview recordings and transcriptions, IIP (Industry Intelligence Profile) interview responses, and onboarding notes describing practice specializations.

### 3.3 Audit Data

P3 AI visibility audit results (scores across AI platforms), GEO/AIO analysis factors, pressure point identification, and competitor mentions in AI responses.

### 3.4 Published Content Data

AI-generated articles published on [ah.dgaimpact.com](http://ah.dgaimpact.com), entity declarations, micro-content for social distribution, and UTM tracking data on content distribution.

### 3.5 Platform Activity Data

Login timestamps, features accessed, pages viewed, actions taken within the platform, and device/browser information.

## 4. How We Use Your Information

We use your information to: (a) provide and maintain the Services; (b) generate AI visibility audits; (c) create and publish AI-generated content attributed to you; (d) maintain Trust Network directory listings; (e) process payments; (f) communicate with you about the Services; (g) improve the Services; and (h) comply with legal obligations.

## **5. How We Disclose Your Information**

### **5.1 Published Content**

Published Content (articles, entity declarations, directory listings) is made publicly available on [ah.dgaimpact.com](https://ah.dgaimpact.com) and trust network directories. This content is intentionally accessible to search engines, AI crawlers, and the general public. This is a core function of the Services — making you visible and recommendable to AI systems. You consent to this public availability upon accepting our Terms of Service.

### **5.2 Service Providers**

We may share your information with trusted third-party service providers who assist us in operating the Services, including: Supabase (database hosting, Canadian data residency), Vercel (application hosting), Stripe (payment processing), and Google (AI content generation via Gemini). These providers are contractually obligated to protect your information.

### **5.3 Legal Requirements**

We may disclose your information if required to do so by law, court order, or governmental regulation, or if we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

### **5.4 No Sale of Personal Information**

We do not sell, rent, or trade your personal information to third parties for marketing purposes.

## **6. Data Security**

We implement appropriate technical and organizational measures to protect your personal information, including: encryption at rest and in transit, row-level security policies in our database, role-based access controls, and regular security assessments. However, no method of transmission over the Internet or electronic storage is 100% secure.

## **7. Data Retention**

We retain your personal information for as long as your account is active or as needed to provide the Services. Upon account termination, Published Content is removed within 30 days. Account data is retained for a reasonable period to comply with legal obligations, resolve disputes, and enforce agreements.

## **8. Your Privacy Rights**

Under PIPEDA, you have the right to: (a) access your personal information held by us; (b) request correction of inaccurate information; (c) withdraw consent for certain uses of your information; (d) request deletion of your personal information (subject to legal retention requirements); and (e) file a complaint with the Office of the Privacy Commissioner of Canada. To exercise any of these rights, contact us at [privacy@dgaimpact.com](mailto:privacy@dgaimpact.com).

## **9. Cookies and Tracking**

We use essential cookies to maintain your session and authenticate your account. We may use analytics cookies to understand how the Services are used. You may control cookie preferences through your browser settings.

## **10. Children's Privacy**

The Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. Material changes will be communicated through the platform and may require re-acceptance. The "Effective" date at the top of this policy indicates when it was last revised.

## **12. Contact Us**

For questions about this Privacy Policy or our privacy practices, contact our Privacy Officer at: [privacy@dgaimpact.com](mailto:privacy@dgaimpact.com).

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