

ShiftKey Labs Privacy Policy

Last updated: August 2026

This document describes ShiftKey Labs' policies and procedures for the collection, use, and disclosure of your information when you register for or participate in ShiftKey Labs events and programs. It also explains your privacy rights and how applicable privacy laws protect your personal information.

We use your personal information to provide and improve our services, events, and programs. By registering for or participating in our events and programs, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Introduction

ShiftKey Labs ("ShiftKey Labs", "we", "our", or "us") is committed to protecting your privacy and handling your personal information responsibly. This Privacy Policy explains what information we collect, why we collect it, how we use it, where it is stored, who has access to it, how long we retain it, and your rights regarding your personal information.

By registering for a ShiftKey Labs event or participating in one of our programs, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

2. Information We Collect

Depending on the event or program, we may collect the following information (if applicable):

Contact Information

- Full name
- Email address

Educational Information

- School, college, or university

- Program of study
- Year of study

Professional Information

- Organization
- Occupation

Event Participation Information

- Dietary restrictions or accessibility accommodations (when applicable)

Demographic Information (Optional)

Some events or funding partners may require demographic reporting. When collected, this information is voluntary unless otherwise stated and may include:

- Pronouns
- Gender identity
- Race or ethnicity
- Indigenous identity
- Disability status
- Other diversity-related information

Demographic information is used only in aggregate for program evaluation, diversity and inclusion initiatives, and sponsor or grant reporting. Individual responses are not shared with sponsors or other third parties.

Certificate Information

For participants who receive certificates through ShiftKey Labs programs or events, we may collect and maintain certificate-related information, including:

- Full name
- Email address
- Certificate(s) received

ShiftKey Labs may use Certifier.io to issue and manage certificates for eligible participants.

3. Why We Collect Your Information

We collect personal information to:

- Register participants for events and programs
- Communicate important event updates
- Manage attendance
- Provide event-related services
- Evaluate and improve our programs
- Generate anonymous statistics and reports
- Meet reporting requirements for sponsors, grant providers, or funding organizations (where applicable)
- Measure the reach and impact of our programs
- Support diversity and inclusion initiatives
- Send participants information about future or related ShiftKey Labs events, programs, challenges, opportunities, and other relevant communications.

We collect only the personal information necessary to fulfill these purposes.

4. How We Use Your Information

Your information may be used to:

- Confirm your registration
- Send event reminders and updates
- Contact you regarding schedule changes
- Verify participation
- Generate internal reports and attendance statistics
- Fulfill sponsor or grant reporting requirements using aggregated or anonymized data whenever possible
- Issue and manage certificates through Certifier.io

- Contact participants about related or future ShiftKey Labs events, programs, challenges, and opportunities based on their previous participation

ShiftKey Labs events may be photographed or recorded for promotional, educational, or marketing purposes. Where reasonably possible, participants who do not wish to be photographed or recorded may inform a ShiftKey Labs team member before or during the event so that we can make reasonable efforts to accommodate their request. However, particularly at large events or in group settings, it may not always be possible to prevent a participant from appearing incidentally in photographs or recordings.

If you have concerns about a photograph or recording in which you appear, you may contact ShiftKey Labs, and we will review your request and take reasonable steps to address the concern where possible.

ShiftKey Labs does NOT sell, rent, or trade your personal information.

5. Storage and Security

Registration information is stored in Airtable, a cloud-based platform used to manage participant registrations and event information.

Certificate information may also be stored and processed through Certifier.io for the purpose of issuing and managing participant certificates.

Access to personal information is limited to authorized ShiftKey Labs team members who require access to perform their responsibilities.

We implement reasonable administrative, technical, and organizational safeguards to protect personal information against unauthorized access, disclosure, alteration, misuse, or loss.

While we take reasonable steps to protect personal information, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

6. International Storage

ShiftKey Labs uses Airtable to store participant information. Airtable may store or process personal information outside Canada, including in the United States.

When information is processed outside Canada, it may be subject to the laws of the jurisdiction where it is stored, including lawful access by government authorities.

ShiftKey Labs selects reputable service providers that maintain industry-standard security practices and appropriate safeguards to protect personal information.

For more information about Airtable's privacy practices, please refer to the Airtable Privacy Policy, available at <https://www.airtable.com/company/privacy>.

7. Data Retention

ShiftKey Labs retains personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy.

Participant profiles that have been inactive for two (2) years, meaning the individual has not registered for or participated in a ShiftKey Labs event during that time, will be automatically deleted, unless a longer retention period is required for legal, contractual, or operational reasons.

When personal information is no longer required, it will be securely deleted or anonymized.

8. Your Rights

You may request to:

- Access the personal information we hold about you
- Correct inaccurate or incomplete information
- Withdraw your consent where applicable
- Request deletion of your personal information, subject to legal or operational requirements

We will respond to requests within a reasonable timeframe in accordance with applicable privacy legislation.

9. Cookies and Website Analytics

Our website may use cookies and basic website analytics to better understand how visitors use our website and to improve user experience.

These technologies collect only the information necessary to monitor website performance and do not intentionally collect more personal information than required.

10. Changes to This Privacy Policy

ShiftKey Labs **reserves the right** to update this Privacy Policy **at any time** to reflect changes in our practices, services, or legal obligations.

The most current version will always be available on our website and will include the updated effective date.

11. Contact Us

If you have questions about this Privacy Policy, wish to access or correct your personal information, or would like to request deletion of your information, please contact:

ShiftKey Labs

Email: info@shiftkeylabs.ca