Resilient New Media Inc - Privacy, Terms & ESG Policies

Resilient New Media Inc Privacy Policy

This Privacy Policy outlines how Resilient New Media Inc ("we", "our", "us") collects, uses, stores, and protects the personal information of visitors and users ("you") of resilientnewmedia.com. We are committed to protecting your privacy in accordance with Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA).

Key Areas:

- Information We Collect: Names, phone numbers, company details, IP addresses, browser details, cookies, and usage data.

- Use of Information: To deliver services, improve user experience, communicate updates (with consent), and ensure security.

- Sharing Data: Only with trusted providers for hosting, analytics, or as required by law.

- Your Rights: Request access, correction, deletion, or withdraw consent regarding your data.

- Security Measures: Encryption, secure servers, and access controls safeguard personal data.

Resilient New Media Inc Terms of Service

By accessing or using resilientnewmedia.com, you agree to these Terms of Service ("Terms"), which govern your use of our website and services. These Terms constitute a legally binding agreement under the laws of Alberta, Canada.

Key Areas:

- Services: Resilient New Media Inc provides business consulting, digital strategy, and related online solutions.

- User Conduct: No unlawful activity, spamming, or unauthorized access permitted.

- Intellectual Property: All content on this site is owned or licensed by Resilient New Media Inc.

- Liability: Services are provided "as is" without warranties; liability is limited by law.

- Governing Law: These Terms are governed by the laws of Alberta, Canada.

Environmental, Social, and Governance (ESG) Policies

Environmental Stewardship at Resilient New Media Inc

At Resilient New Media Inc, we are committed to minimizing our environmental footprint through conscious operational choices and sustainable practices. We understand that even as a digital-first company, our activities have an impact, and we strive to manage this responsibly.

Energy Efficiency & Digital Footprint: Our physical office space operates within a building designed for energy efficiency, ensuring optimized energy consumption for heating, cooling, and lighting across all services. For our digital infrastructure, we utilize a thoughtful combination of cloud servers and local hardware, constantly evaluating solutions that balance performance with environmental considerations.

Waste Reduction & Circular Economy: We prioritize waste reduction and support a circular economy. Our building provides comprehensive waste management and recycling facilities, which we actively utilize for general office waste. For electronic equipment, we embrace responsible end-of-life practices, opting to upcycle or donate hardware whenever possible, extending its lifecycle and preventing landfill waste. Due to the nature of our modern systems, our consumption of consumables like batteries and traditional light bulbs is minimal, with LED lighting and directly connected systems being the norm.

Sustainable Commute & Travel: We actively promote and practice sustainable commuting and travel. Our downtown Calgary studio is conveniently located on the CTrain route, encouraging our team to utilize public transit for daily commutes and out-of-office meetings. We believe that

Calgary's public transit system, partially powered by renewable energy, aligns with our environmental goals. To further reduce the carbon footprint associated with client travel, we offer remote recording solutions, such as our "GoPod Pack," enabling clients to maximize efficiency and minimize their need for in-person travel.

Responsible Sourcing & Consumption: Our commitment extends to our purchasing decisions. We support local businesses by sourcing coffee from a Calgary-based company. Furthermore, we actively reduce waste by refilling printer ink cartridges instead of purchasing new ones, and we prioritize recycled print paper, while always striving to minimize overall paper consumption in our operations.

Social Impact & People-Centric Practices at Resilient New Media Inc
At Resilient New Media Inc, our success is built on the talent, dedication, and well-being of our team, as well as our commitment to ethical engagement with our clients, community, and the broader audience our content reaches. We strive to create a positive and inclusive environment, reflecting our values in every interaction.

Human Rights and Ethical Labor Practices: Resilient New Media Inc maintains a strict zero-tolerance policy against child labor, forced labor, and any form of modern slavery. We unequivocally condemn such practices and are dedicated to ensuring they have no place within our organization or among any third-party partners we engage with. As a Canadian-based company operating in Alberta, we adhere to all applicable national and provincial labor laws and regulations. We verify that all individuals working for or with Resilient New Media Inc are employed voluntarily, are of legal working age, and are compensated fairly for their contributions, in compliance with Canadian labor standards.

We are committed to respecting and promoting human rights as outlined in the Universal

Declaration of Human Rights (UDHR). These principles underpin our business conduct and interactions with our employees, contractors, clients, and the communities in which we operate. Our commitment includes, but is not limited to, providing a safe and respectful work environment free from discrimination, harassment, or intimidation, upholding fair labor practices, and protecting the privacy and personal data of our stakeholders.

Nurturing Our Team & Fostering Growth: Our internal policies are designed to cultivate a supportive, dynamic, and respectful workplace culture:

- Continuing Education: We encourage and support ongoing learning and professional development, ensuring our team remains at the forefront of media and digital innovation.
- Collaboration: We foster a highly collaborative environment where diverse ideas are valued, and teamwork is central to our creative process.
- Respectful Communication: We maintain a strict policy against abusive language and promote open, constructive communication, ensuring a professional and respectful atmosphere for all.
- Support to Pivot: We understand the evolving nature of the industry and individual careers, offering support and flexibility for team members to adapt and pivot their skills and roles as needed, fostering resilience and growth.
- Open Communication: We prioritize transparent and consistent communication to ensure all team members are informed, engaged, and feel heard.

Responsible Supply Chain and Partnerships: We extend our commitment to ethical practices to our key suppliers and partners. We primarily work with established North American companies renowned for their ethical business practices and robust security standards. Our main partners include:

- GoHighLevel (USA-based business suite and web services)

- GoDaddy (domains)

- Podetize (hosting in USA)

- Alphaina.ai (AI services from USA)

- Cloudflare (cloud security)

- Google Business Suite

- Riverside.fm (remote recording)

- Canva (design tools)

- Adobe Premiere (video editing software)

- All standard North American social media platforms

- Issuu, Substack, Capsho (publishing and content tools)

- The Camera Store (local equipment supplier in Calgary, Alberta)

By partnering with these reputable organizations, we aim to ensure that our broader operational ecosystem aligns with our values of ethical conduct, human rights, and data security.

Content Responsibility & Societal Impact: As a media company, we recognize the significant power of our content. We are dedicated to creating content that is:

- Accurate and Ethical: We adhere to principles of journalistic integrity and ethical storytelling, striving for accuracy and avoiding misinformation.
- Inclusive & Diverse: We actively seek to amplify diverse voices, perspectives, and stories, promoting inclusivity in our podcasts and digital content.
- Value-Adding: Our goal is to produce content that informs, inspires, and provides genuine value to our audience.
- Respectful: We handle sensitive topics with care and ensure our content respects intellectual property, privacy, and human dignity.

Client Relationships & Data Privacy: Building trust and ensuring client satisfaction are paramount. We foster strong, ethical client relationships through transparency, responsiveness, and dedication to delivering high-quality solutions. For all our web solutions and digital strategy services, we implement robust measures to protect client and audience data and privacy, adhering to best practices in data security.