

WEBSITE PRIVACY POLICY

Last Updated: August 29, 2016

Our Commitment to Privacy: 2533974 ONTARIO INC. (“2533974 ONTARIO INC”, “it”, “us” or “we”) is committed to protecting the privacy and confidentiality of personal information in its possession.

This privacy policy explains how personal information is collected, used and disclosed concerning 2533974 ONTARIO INC’s customers and other individuals. 2533974 ONTARIO INC is committed to collecting, using and disclosing personal information responsibly and in accordance with this privacy policy.

If you do not consent to the collection, use and disclosure of your personal information in accordance with this privacy policy, do not provide 2533974 ONTARIO INC with any personal information. It is important to note that some of 2533974 ONTARIO INC’s products and services can only be provided if 2533974 ONTARIO INC receives appropriate and required personal information. Consequently, should you choose not to provide 2533974 ONTARIO INC with the required personal information, 2533974 ONTARIO INC may be unable to offer these products and services to you.

Personal Information: For the purposes of this privacy policy, the term “personal information” means any information that is defined to be personal information under applicable privacy laws. Usually, this refers to any information about an identifiable individual or any information that can be used to identify an individual.

Personal information may include, for example, your name and home address, your date of birth and gender, health information, your occupation, your personal financial records or credit information, or any personal identification numbers.

In most circumstances, personal information does not include the business contact information of a representative of an organization, such as the representative’s name, position or title, business address, business telephone number or business fax number. Publicly available information, such as information in a public directory, is not personal information under this privacy policy.

Purposes: 2533974 ONTARIO INC may collect, use or disclose personal information for the purposes identified at the time of collection, as otherwise permitted or required by applicable law, or for any of the following purposes:

- To provide products and/or services to you and/or access to 2533974 ONTARIO INC’s website;
- To comply with 2533974 ONTARIO INC’s legal obligations and regulatory requirements;
- To provide information to anyone working with or for 2533974 ONTARIO INC as needed for the provision of 2533974 ONTARIO INC’s services;
- To develop and manage 2533974 ONTARIO INC’s business and operations;
- For billing, accounting and debt collection services relating to 2533974 ONTARIO INC’s products and services;
- To distribute publications, invitations, advertising, and other communications that 2533974 ONTARIO INC believes may be of interest to 2533974 ONTARIO INC’s clients, customers and other individuals;

- To provide for the safety, health, security and emergency preparedness of 2533974 ONTARIO INC's staff, guests and visitors who are located on 2533974 ONTARIO INC's premises;
- To respond to your questions and concerns;
- To contact you for survey or client satisfaction purposes, or for the purpose of market or other types of research;
- To detect and protect 2533974 ONTARIO INC and third parties from error, negligence, breach of contract, fraud, theft or other illegal activity, and which may include sharing personal information with 2533974 ONTARIO INC's insurers;
- To otherwise communicate with 2533974 ONTARIO INC's insurers;
- To access third party services' accounts;
- To generate analytics;
- To support hosting and backend infrastructures of 2533974 ONTARIO INC or of third parties that assist 2533974 ONTARIO INC;
- To generate location-based interactions;
- To manage contacts and to manage the sending of messages;
- To undertake registration and authentication of users;
- To generate and provide social features;
- For internal, external and regulatory audit purposes; and
- For any other purpose for which 2533974 ONTARIO INC has your consent.

Consent: Privacy legislation requires 2533974 ONTARIO INC to obtain the consent of an individual to the collection, use or disclosure of personal information in many circumstances.

By providing your personal information to 2533974 ONTARIO INC, you agree that 2533974 ONTARIO INC may collect, use and disclose your personal information in accordance with this privacy policy and as otherwise permitted or required by law, and that 2533974 ONTARIO INC may access, process and store your personal information in Canada or another jurisdiction.

2533974 ONTARIO INC may receive or otherwise obtain personal information relating to you from your Facebook™ account, and/or from other social networking sites and/or webpages, to collect any of the following information: information about you, your friends lists, your private data, your requests, your activities, your app notifications, your birthday calendar, book actions, your chats, your checkins, your contact email list, your created events, your created notes, your current city or other geo-tracked or otherwise collected location information, your custom user actions, your deals, your education history, your emails or other messages, your events, your export posts, your family members and relationship status, your fitness actions, your hometown, your interests, your notification management, your photos, your tagged places, your upload photos, and your work history.

When 2533974 ONTARIO INC receives personal information from you for the purposes of providing you with 2533974 ONTARIO INC's services or for other uses identified herein by 2533974 ONTARIO INC, you are providing 2533974 ONTARIO INC with consent as follows:

1. to allow 2533974 ONTARIO INC to deal with that personal information in a reasonable manner;
2. to allow 2533974 ONTARIO INC to provide your personal information to third parties it engages to provide or support 2533974 ONTARIO INC's website;
3. to allow 2533974 ONTARIO INC to use and store your personal information for the purpose of providing you with the products and services you purchase from 2533974 ONTARIO INC and to utilize this website; and
4. to allow 2533974 ONTARIO INC to transfer your personal information outside of Canada (whereby your personal information will be treated in accordance with applicable foreign laws) for the purpose of storage and use of your personal information by 2533974 ONTARIO INC.

If you need to provide 2533974 ONTARIO INC with personal information about other individuals, you represent and warrant to 2533974 ONTARIO INC that, where required by law and prior to your disclosure to 2533974 ONTARIO INC, you will obtain the consent of each individual to the collection, use and disclosure by 2533974 ONTARIO INC for the specific purpose(s) that the disclosure is made by you.

Providing 2533974 ONTARIO INC with your personal information is always your choice. When you request products and/or services from 2533974 ONTARIO INC, utilize 2533974 ONTARIO INC's services, or register with 2533974 ONTARIO INC's website, 2533974 ONTARIO INC asks that you provide information that enables 2533974 ONTARIO INC to respond to your request and/or provide you with 2533974 ONTARIO INC's services. In doing so, you consent to 2533974 ONTARIO INC's collection, use and disclosure to appropriate third parties of such personal information for these purposes.

There are legal exceptions where 2533974 ONTARIO INC will not need to obtain consent or explain the purposes for the collection, use or disclosure of personal information. Some examples of situations where consent is not required include an emergency that threatens the life, health or security of an individual, or if 2533974 ONTARIO INC must comply with a court order or governmental order.

If 2533974 ONTARIO INC sells its business or merges with another party, your consent will be implied to transfer your information to 2533974 ONTARIO INC's successor for the same purposes as set out in this privacy policy.

Collection of Personal Information: 2533974 ONTARIO INC collects your personal information in accordance with this privacy policy.

2533974 ONTARIO INC may collect personal information about you from other sources, such as social networking sites or websites having links to or from this Website, government ministries, departments or agencies, government registries, investigators, health institutions or organizations, insurance companies or financial institutions. By using 2533974 ONTARIO INC's website and/or service(s) you consent to 2533974 ONTARIO INC's collection of your personal information from other sources.

Use of Personal Information: 2533974 ONTARIO INC uses your personal information in accordance with this privacy policy. 2533974 ONTARIO INC's staff may use your personal information for the purposes identified in this privacy policy.

Disclosure of Personal Information: 2533974 ONTARIO INC will only disclose your personal information for the purposes set out in this privacy policy.

2533974 ONTARIO INC does not sell client lists or personal information to others. In providing 2533974 ONTARIO INC's services or access to 2533974 ONTARIO INC's website, 2533974 ONTARIO INC may need to disclose the personal information 2533974 ONTARIO INC collects to other service providers or agents who perform various functions for 2533974 ONTARIO INC, provided such suppliers agree to keep all personal information private, confidential and secure and to use the personal information only to carry out work on 2533974 ONTARIO INC's behalf.

In certain circumstances, 2533974 ONTARIO INC may be required to provide personal information to third parties for legal or regulatory purposes.

Privacy and Our Websites: Each time a visitor comes to the website, 2533974 ONTARIO INC's web server may collect and log certain information in access logs. Such access logs may be kept for a reasonable period of time. Such access logs may include, but not be limited to, information such as the following: your machine's TCP/IP address, files accessed, the date and time of such access, and other information pertaining to your activities on 2533974 ONTARIO INC's website or social network sites and/or webpages linked thereto. These logs are used solely for performance, site administration and security reviews. They are not sold or shared in any way to third party organizations. 2533974 ONTARIO INC may use this non-personal information to optimize 2533974 ONTARIO INC's website, products and/or services.

2533974 ONTARIO INC may, from time to time, use "cookies" solely for security and authentication purposes. Cookies are small pieces of data which are stored on your computer or smart device to allow your Internet browser to remember something about a website and/or services. At your option, you may turn off 2533974 ONTARIO INC's "cookies" using the applicable features contained in your Internet browser; however, doing so may prevent you from accessing all or part of 2533974 ONTARIO INC's websites, products and/or services. To readjust your Internet browser's cookies options, refer to the applicable instruction documentation for your particular Internet browser.

2533974 ONTARIO INC may, from time to time, engage third parties to assist with this Website, and such third parties may track your usage, locate your geographic position, collect personal information, send messages to you on behalf of 2533974 ONTARIO INC, push notifications to you, and use "cookies", as discussed herein.

By accessing and browsing 2533974 ONTARIO INC's website, products and/or service(s), you agree that 2533974 ONTARIO INC, or any third party it engages or that assists 2533974 ONTARIO INC, may collect, use and disclose any information collected about you through 2533974 ONTARIO INC's website, products and/or services or that you provide to 2533974 ONTARIO INC through 2533974 ONTARIO INC's websites, products and/or services as described in this privacy policy.

2533974 ONTARIO INC's website, products and/or service(s) may contain links to other sites and may provide forms on behalf of other organizations. This privacy policy only applies to personal information that we collect, use and disclose. 2533974 ONTARIO INC is not responsible or liable for the privacy practices of third parties, including any organizations on the behalf of which 2533974 ONTARIO INC provides forms, and 2533974 ONTARIO INC strongly recommend that you review a third party's privacy policy before disclosing any personal information to the third party.

Retention and Destruction of Personal Information: The amount of time 2533974 ONTARIO INC will retain personal information varies, depending on the services 2533974 ONTARIO INC has provided and the nature of the personal information that 2533974 ONTARIO INC holds. 2533974 ONTARIO INC retains personal information for such period of time as is necessary for 2533974 ONTARIO INC to maintain sufficient information so 2533974 ONTARIO INC may respond to any issues that arise at a later date or as is required by law.

When personal information is no longer required by 2533974 ONTARIO INC or by law, 2533974 ONTARIO INC will either convert it into an aggregated non-identifying form or 2533974 ONTARIO INC will appropriately destroy or erase the personal information in a manner that is in accordance with 2533974 ONTARIO INC's current policies and procedures.

Safeguarding Personal Information: 2533974 ONTARIO INC employs reasonable physical, electronic and procedural safeguards that are designed to protect 2533974 ONTARIO INC's systems and personal information under 2533974 ONTARIO INC's control against unauthorized access and use. In accordance with appropriate industry standards in Canada, all safety and security measures are appropriate to the sensitivity level of the information collected.

2533974 ONTARIO INC may engage third party external servers as well as other external services, including cloud services and cloud compatible servers, and 2533974 ONTARIO INC does not have any control over such external servers or services.

Electronic Communications: Email is frequently 2533974 ONTARIO INC's preferred method of communicating with you and others, and, unless you object, 2533974 ONTARIO INC may use unencrypted plain text or html-based emails or messages when communicating with you. These emails or messages, and other electronic means by which 2533974 ONTARIO INC may communicate with you, may contain information that is confidential, unless you instruct 2533974 ONTARIO INC not to send such information electronically. 2533974 ONTARIO INC may communicate with you through other electronic means, in accordance with the contact information you provide to 2533974 ONTARIO INC.

While 2533974 ONTARIO INC makes every effort to secure all electronic communications within 2533974 ONTARIO INC's control, there are inherent risks involved with exchanging information electronically. For example, such information may be accidentally or deliberately intercepted by third parties. 2533974 ONTARIO INC is unable to accept any responsibility or liability for any damages you may suffer as a result of the interception, alteration or misuse of any information during any electronic exchange of such information.

2533974 ONTARIO INC will endeavour to be compliant with Canada's Anti-Spam laws ("CASL") in 2533974 ONTARIO INC's commercial electronic communication with you. Should you fail to provide 2533974 ONTARIO INC with the requisite consent to send you commercial electronic messages, or withdraw such consent, 2533974 ONTARIO INC may be unable to provide, or continue to provide, this website or some of 2533974 ONTARIO INC's products and/or services that can only be provided if 2533974 ONTARIO INC receives appropriate and required personal information. CASL consent can be provided or withdrawn at: reply@hookeapp.com

Keeping Information Accurate / Access and Correction: It is important to 2533974 ONTARIO INC that your personal information held by 2533974 ONTARIO INC is accurate and complete. Having accurate information about you enables 2533974 ONTARIO INC to give you better service. You can help 2533974 ONTARIO INC keep personal information up-to-date by keeping 2533974 ONTARIO INC informed of any changes, such as a change of address, telephone number or any other circumstances.

With some exceptions, 2533974 ONTARIO INC has the right to access, verify and amend the information 2533974 ONTARIO INC has about you after 2533974 ONTARIO INC has received

your written request and authenticated your identity.

2533974 ONTARIO INC may charge a reasonable fee for providing information in response to an access request, and, upon request, 2533974 ONTARIO INC will provide an estimate of any such fee upon receiving a request to access information. 2533974 ONTARIO INC may require a deposit for all or part of the fee.

Where applicable or permitted, 2533974 ONTARIO INC will make the information available within 30 days or provide written notice when 2533974 ONTARIO INC requires additional time to respond to a request for access to information.

In some situations, 2533974 ONTARIO INC may not be able to provide access to certain personal information as the right to access personal information is not absolute. If 2533974 ONTARIO INC does not provide you with the requested information, 2533974 ONTARIO INC will notify you in writing and explain 2533974 ONTARIO INC's reason(s) for not fulfilling your request.

Despite 2533974 ONTARIO INC's efforts, errors sometimes do occur. If you identify any personal information that is out-of-date, incorrect or incomplete, let 2533974 ONTARIO INC know and 2533974 ONTARIO INC will make the corrections promptly and use every reasonable effort to communicate these changes to other parties who may have inadvertently received incorrect or out-of-date personal information from 2533974 ONTARIO INC.

Withdrawal of Consent: You may, at any time, withdraw your consent to 2533974 ONTARIO INC's collection, use and disclosure of your personal information, subject to reasonable notice and any legal and/or contractual restrictions.

Should you choose to withdraw your consent, 2533974 ONTARIO INC may be unable to provide, or continue to provide, this website or some of 2533974 ONTARIO INC's products and/or services that can only be provided if 2533974 ONTARIO INC receives appropriate and required personal information. Consequently, should you choose not to provide 2533974 ONTARIO INC with the required personal information, 2533974 ONTARIO INC may be unable to offer this website and such products and/or services to you.

You may, at any time, ask 2533974 ONTARIO INC not to send you further marketing materials about 2533974 ONTARIO INC's products or services or if you do not wish to receive further invitations, you may unsubscribe or ask 2533974 ONTARIO INC not to contact you for these purposes.

Privacy Concerns: 2533974 ONTARIO INC will respond to questions and concerns relating to 2533974 ONTARIO INC's personal information handling practices and this policy.

Contact Information: Please contact 2533974 ONTARIO INC to obtain further information about 2533974 ONTARIO INC's policies and procedures, to seek access to personal information 2533974 ONTARIO INC may have about you, or if you have any unresolved inquiries or concerns. 2533974 ONTARIO INC will respond to you promptly and do 2533974 ONTARIO INC's utmost to resolve your concerns. 2533974 ONTARIO INC may need to ask you for personal information to verify your identity. 2533974 ONTARIO INC can be contacted at: **reply@hookeapp.com**

Changes to this Privacy Policy: This privacy policy is effective as of August 26, 2016. 2533974 ONTARIO INC reserves the right to change this privacy policy, and any of 2533974 ONTARIO INC's policies and procedures concerning 2533974 ONTARIO INC's practices for handling personal information, at any time and without any prior notice. If 2533974 ONTARIO INC has modified or amended our privacy policy, 2533974 ONTARIO INC will post the most

current version on 2533974 ONTARIO INC's website. Any changes that are made to this privacy policy will apply to both any personal information that 2533974 ONTARIO INC holds prior to the effective date of the amended privacy policy and any personal information that 2533974 ONTARIO INC collects on or after such effective date.

Successors and Assigns: 2533974 ONTARIO INC's successors and assigns may collect, use and disclose your personal information for substantially similar purposes as described in this privacy policy.

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