

## **Privacy Policy**

GenerUs Marketing Solutions Inc. operating as Coupons4Giving (hereinafter referred to as “Coupons4Giving”) is committed to protecting your privacy. This Privacy Policy sets out our policy with respect to our collection, use, and disclosure of Personal Information. “Personal Information” for the purposes of this Privacy Policy means information that can be used to personally identify you or that is associated with any such information, but does not include the name, title or business address or telephone number of an employee of an organization.

If you do not agree to this Privacy Policy, please do not register, create an account, make a purchase, subscribe, or otherwise interact with Coupons4Giving at [www.coupons4giving.ca](http://www.coupons4giving.ca) or any other website operated by Coupons4Giving (collectively, the “Site”) or otherwise use any service offered or provided by Coupons4Giving (collectively, the “Services”). By accessing or using the Site and/or the Services, you acknowledge that you have read, understood and agree to the terms and conditions of this Privacy Policy, and you expressly consent to the collection, use and disclosure of your Personal Information in accordance with this Privacy Policy.

Coupons4Giving welcomes your comments regarding this Privacy Policy. Please contact us at [support@coupons4giving.ca](mailto:support@coupons4giving.ca) If you have any questions or comments about this Privacy Policy or our privacy practices.

### **1. Types of Personal Information**

The types of Personal Information that Coupons4Giving may collect includes, but is not limited to, the following:

- **Account Information:** Information submitted by you for creating or editing your account and user profile on the Site.
- **Financial Account Information:** Information needed to process payments for deal vouchers (“vouchers”) that you buy, such as your credit or debit card number, expiration date, and card verification number.
- **Contact Information:** Information that allows us to communicate with you, such as your name, email and postal addresses, telephone numbers, social media website user account names, or other contact information at which you receive communications from or on behalf of Coupons4Giving. We may use and display your full name and email address when you send an email or other electronic notification to a friend through the Site or the social network from which you have connected to the Site (such as in an invitation, or when sharing your content).

- **Content Submissions:** Information submitted by you during your use of the Services, which may include content such as reviews, ratings, media content and other information you choose to submit.
- **Relationship Information:** Information that helps us to understand who you are and what types of offers you might like. This includes lifestyle information; location information related to your province, city or neighborhood; the types of deals that interest you, information collected from social media interactions; demographic information (e.g., birth date, age, gender); information about persons for whom you have purchased vouchers as gifts or who have bought vouchers as gifts for you; and information about friends who refer you or who you have referred.
- **Transaction Information.** Information about how you interact with Coupons4Giving or the Site, such as the vouchers you view, purchase and redeem; other information about how you use the Site, email, other communications and applications; and how you interact with participating merchants, non-profit organizations, business partners and service providers.
- **Personal Information from Other Sources:** Information from other sources with which you have registered, companies with whom we have partnered with or other third parties. For example, we may collect your user ID or profile information that you have permitted to be displayed through the Site or in connection with other Services in order to display you as a friend or in association with your profile and collections. We may associate this information with the other Personal Information we have collected about you. We may also collect information about you and your friends who use the Services, from any social network you may have connected from, in order to provide you with a more personalized experience.
- **Information Related to Use of Technology:** Information collected through the use of technology such as your Internet protocol address, browser type, and operating system collected to make the Services more useful to you and to tailor your experience with Coupons4Giving and our partners to meet your special interests and needs. We also use “cookies” and navigational data such as Uniform Resource Locators (URL) to gather information regarding the date and time of your visit and the solutions and information for which you searched and viewed, or on items displayed on the Site on which you clicked (which may include advertising). You may refuse cookies by turning them off in your browser; however, you should be aware that the Site (like many other popular websites) may not work well for you, or at all, with cookies disabled.
- **Information Related to Third Party Advertising:** We may also enable advertisers and ad servers to promote third party products and/or services by placing advertisements on the Site. These advertisers and ad servers may use Cookies and/or “web beacons” (which are usually small, transparent graphic images) in order to monitor information related to served advertisements. Clicking on such advertisements will direct you to the website of a third party and the advertiser. This Privacy Policy does not cover the privacy practices of any advertisers or ad servers.

## **2. Collection of Personal Information**

Coupons4Giving collects Personal Information through methods that include, but are not limited to, the following:

- We ask you for Personal Information when you register, create an account, purchase vouchers, subscribe or otherwise interact with the Site or contact us.
- We collect Transaction Information when you use the Site. For example, we may track the vouchers you view, purchase or redeem, and the comments you make to any forums, bulletin boards, discussion groups, chat rooms or other methods of communication that may be offered on or through the Site from time to time, or to those related to our social media pages or accounts. We use cookies and related technologies to collect information about your computer and your interaction with the Site and our business partner websites.
- We also collect Transaction Information if you contact us via telephone, email, text, postal mail, social media interaction, or other methods of communication, such as for customer support purposes.
- We collect information that you provide us about other people when you purchase vouchers as gifts, including those persons' Contact Information and Relationship Information. We create transaction records of your gift to those persons.
- If you use a social media platform or your mobile device (or other method of communication) to interact with Coupons4Giving or the Site, the application may have a specific privacy policy that governs the use of Personal Information related to that application.
- We may receive additional Personal Information from third parties. We may use this Personal Information to enhance other information we have about you to help us better understand you and to otherwise enhance the Site and/or the Services.

### **3. Use of Personal Information**

Coupons4Giving may use Personal Information for any one or more of the following purposes:

- Operate and improve the Site and the Services;
- Provide customers with offers for products and services from participating merchants, including offers based on variables such as stated and anticipated customer interests, personal characteristics or location;
- Facilitate orders for vouchers, including their purchase and redemption;

- Evaluate eligibility of customers for certain offers, products or services;
- Evaluate the types of offers, products or services that may be of interest to customers;
- Customize the experience of customers;
- Track redemption of vouchers and perform other analytics;
- Provide customer support, including to merchants, non-profit organizations or business partners;
- Fulfill requests for Services;
- Communicate and provide additional information that may be of interest to you about Coupons4Giving, participating merchants and non-profit organizations and our business partners, such as news, special offers and vouchers, announcements, and marketing materials;
- Send you reminders, technical notices, updates, security alerts, service bulletins and support and administrative messages;
- Provide advertisements to you through the Site, email messages, text messages, applications or other methods of communication;
- Administer surveys, sweepstakes, contests or other promotional activities or events sponsored by us or our business partners;
- Manage our everyday business needs such as Site administration, forum management, fulfillment, analytics, fraud prevention, enforcement of our corporate reporting obligations, Terms of Use or to comply with the law, and
- Allow you to apply for a job, post content or sign up for special offers from third parties through the Site.

#### **4. Disclosure of Personal Information**

Coupons4Giving will not disclose your Personal Information to third parties except to:

- Affiliated companies (e.g., subsidiaries and other companies owned by or controlled by Coupons4Giving), who may only use the Personal Information for the purposes described in Section 3 above.
- Our service providers that provide services for us or in respect of the Services we provide. These services may include sending emails, analyzing data, providing marketing assistance, processing payments (including credit card payments), and providing customer service. Our service providers are bound by law or contract to protect the Personal Information and are only allowed to use the Personal Information in accordance with the terms of our service agreements with them.
- Participating merchants and non-profit organizations, but only to the extent you have purchased or redeemed a voucher offered by the merchant, or participated in an offer, contest or other activity sponsored or offered through GenerUs on behalf of the merchant or non-profit organization. We may also provide merchants and non-profit organizations with Personal Information about the individuals who have purchased the merchants' vouchers, to send customized offers, to validate the purchases, to aid and troubleshoot redemption, to combat fraud, as part of legal proceedings affecting Coupons4Giving and the merchant and/or the non-profit organization, and to facilitate a direct relationship between merchants, non-profit organizations and customers and enable merchants and non-profit organizations to communicate with customers who purchased the merchants' vouchers.
- Coupons4Giving business partners or advertisers, as part of an offer, contest or other activity that is provided by or in conjunction with Coupons4Giving and its business partners and in which you have elected to participate. For example, if you are referred to Coupons4Giving from a business partner's website or through an invitation facilitated by or in conjunction with a Coupons4Giving business partner, Coupons4Giving may provide that business partner with Contact Information and Transactional Information to validate the referral and to support the terms of the relationship between Coupons4Giving and the business partner, which may allow such business partner to contact you directly and to advertise to you.
- Any social network from which you may have connected to the Site, along with those companies and persons you have asked us to share your information with.
- Effect a merger, acquisition or other form of business combination or sale; to support the sale or transfer of business assets; to enforce our rights or protect our property; to protect the rights, property or safety of others; investigate fraud; respond to a government request; or as needed to support auditing, compliance, and corporate governance functions. We may also disclose Personal Information to defend ourselves in litigation or a regulatory action, and when required or advised to do so by law, such as in response to a subpoena, or similar legal process, including to law enforcement agencies, regulators and courts in Canada and other countries where we may operate.

We encourage participating merchants, non-profit organizations and business partners to adopt and post privacy policies. However, the use of your Personal Information by such parties is governed by the privacy

policies of such parties and is not subject to our control, and we will have no liability to you if any such party fails to adopt or abide by their own privacy policy or applicable privacy laws.

We may also disclose information about you that is not personally identifiable. For example, we may provide participating merchants and non-profit organizations, business partners, or other third parties with reports that contain aggregated and statistical data about our users.

## **5. Security of Personal Information**

Coupons4Giving uses a variety of security technologies and procedures to help protect your Personal Information from loss, misuse, and alteration of the information under our control. For example, we use industry-standard encryption technology to secure Financial Account Information when it is being transmitted over the Internet.

You can access your account information and other Personal Information on the Site using a password. This password is encrypted. We recommend that you do not share your password with anyone.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we employ commercially reasonable security measures to protect data and seek to partner with companies that do the same, we cannot guarantee the security of any information transmitted to or from the Site or over the Internet, and are not responsible for the actions of any third parties that may receive any such information.

## **6. International Matters**

Coupons4Giving is headquartered in Alberta, Canada. Your Personal Information may be collected, stored, processed or otherwise used both inside and outside of Canada by us or our affiliates in connection with the operation or administration of the Site and/or the provision of the Services or by merchants, non-profit organizations, business partners or third party service providers to whom we disclose Personal Information in accordance with this Privacy Policy or otherwise in accordance with law. As a result, the courts, governments or regulatory or law enforcement agencies of countries other than Canada could obtain disclosure of such information under those countries' laws. By providing us with Personal Information, you consent to these matters.

## **7. Privacy Practices of Third Parties and Links to Third Party Sites**

This Privacy Policy only addresses the use and disclosure of information by Coupons4Giving through your interaction with the Site and the Services. Other websites that may be accessible through links from the Site or contained in emails or other electronic communications may have their own privacy policies and practices regarding the collection, use and disclosure of Personal Information. Participating merchants and non-profit organizations and our business partners and service providers may have their own privacy policies as well. We encourage you to familiarize yourself with the privacy policies provided by these other parties prior to providing them with information or taking advantage of an offer or promotion. The ability to access information of third parties from the Site, or links to other websites or locations, is for your

convenience only and does not signify our endorsement of such third parties, their products, their services, other websites, locations or their content.

## **8. Information for Public View**

Coupons4Giving may provide content areas on the Site where you can publicly post information, communicate with others, submit media content, or review products, services or merchants. This information may be accessible by other users, Site visitors and the general public. Publicly posted content may appear on other websites or web searches, and could be read, collected and used by others. We have no control over who reads your postings or what other users or persons may do with the information you voluntarily post, so please use caution when posting any Personal Information.

## **9. Managing, Accessing and Correcting Personal Information and Preferences**

Keeping Personal Information about you current helps us provide you with the best customer experience. We encourage you to log in to your account through the Site periodically to ensure that your contact and other information is up to date.

You can also manage certain personal preferences by logging into your account. If we send you commercial messages, you can also manage your subscriptions by following subscription management instructions contained in those commercial messages. You may choose to subscribe to some types of messages, and may choose to unsubscribe from others. You may update your subscription preferences from time to time. Please note that even if you unsubscribe from promotional email messages, we may still need to contact you with important transactional information related to your account and your purchases. For example, even if you have unsubscribed from our promotional email messages, we will still send you confirmations when you purchase vouchers.

If you wish to opt out of receiving offers directly from merchants, non-profit organizations or business partners, you can follow the opt-out instructions in the emails that they send you.

We will retain your Personal Information for as long as your account is active or as needed to provide you with Services and to maintain a record of your transactions for financial reporting purposes. If you wish to close your account, request that we no longer use your information to provide you with Services, or have other questions or requests, please follow the applicable instructions on the Site or contact us. While we are ready to assist you with managing your account and Personal Information or closing your account, we cannot always delete records of past interactions and transactions. For example, we are required to retain records relating to previous purchases on the Site for financial reporting and compliance reasons. We will also retain and use your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

## **10. Changes to this Privacy Policy**

Coupons4Giving may update this Privacy Policy from time to time to clarify our practices, to reflect new or different privacy practices, such as when we add new features to the Site or other Services, or to reflect

changes in privacy laws. We encourage you to periodically review this Privacy Policy for the latest information about our privacy practices.