**Boat Rocker Media Inc.**

**Privacy Policy**

**Last updated: July 18, 2018**

**Introduction**

This Privacy Policy outlines the types of information that Boat Rocker Media Inc. or our affiliates (“we”, “our” or “us”) may collect from you through our website (the “Website”), how such information may be used and when such information may be disclosed to third parties. Your use of the Website constitutes your consent to our collection, use and disclosure of such information as described in this Privacy Policy.

**What we collect**

When you use and access the Website, we may receive information regarding your use of the Website. We may also receive your IP address or any unique device identifiers, and we may place a number of cookie files in your web browser.

We do not collect any personal information, namely information that identifies you. For example, there is no registration to use the Website, and we do not collect your name or contact information.

**How we collect information**

We may automatically collect and store information as you use the Website. This may include information created while you are offline and subsequently transmitted to us when you next connect to the Internet from your handheld, mobile device or computer.

If you are using the Website outside of Canada, please be aware that you are sending information to Canada where our servers are located. That information may then be transferred within Canada or back out of Canada to other countries outside of your country of residence, depending on the type of information and how it is stored by us. These countries (including Canada) may not necessarily have data protection laws as comprehensive or protective as those in your country of residence; however, our collection, storage and use of your information will at all times continue to be governed by this Privacy Policy.

**Use of information**

Information and cookies may be used by us for administrative, analytical, research, optimization, security and other purposes. For example, we use personal cookies to track web traffic through Google Analytics.

**Disclosure of information**

We may disclose information to third parties if you consent to us doing so, as well as in the **following circumstances:**

**(a) We may share information from or about you with our parent companies, subsidiaries, joint ventures**, or other companies under common control, in which case we will require them to honour this Privacy Policy. If another company acquires Boat Rocker Media, or all or substantially all of our assets, that company will possess the same information, and will assume the rights and obligations with respect to that information as described in this Privacy Policy.  
(b) Information in anonymous form may be shared with third parties who assist us with operations such as Website development, hosting, maintenance, administration, analytics, research, optimization, and advertising.  
(c) We may disclose any information if required to do so by law or in the good-faith belief that such action is necessary to comply with applicable laws, regulation or legal process.  
(d) We also reserve the right to disclose information that we believe, in good faith, is appropriate or necessary to (i) take precautions against liability, (ii) protect ourselves or others from fraudulent, abusive, or unlawful uses or activity, (iii) investigate and defend ourselves against any third-party claims or allegations, (iv) protect the security or integrity of the Website and any facilities or equipment used to make the Website available, or (v) protect our property or other legal rights, enforce our contracts, or protect the rights, property, or safety of others.

**Compliance with data protection principles**

**We shall ensure that your information is:**

**(a) Processed lawfully, fairly and in a transparent manner.  
(b) Collected only for specified, explicit and legitimate purposes.  
(c)** Adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.  
(d) Accurate and where necessary kept up to date.  
(e) Not kept in a form which permits identification of individuals for longer than is necessary for the purposes for which the information is processed.  
(f) Processed in a manner that ensures its security using appropriate technical and organisational measures to protect against unauthorised or unlawful processing and against accidental loss, destruction or damage.  
(g) Not transferred to another person or country without appropriate safeguards being in place.  
We use various safeguards to protect the information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet or via mobile device, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect information about you, we cannot guarantee its absolute security.

**Your rights**

**At any time, you may:**

**(a) withdraw your consent to our processing your information;  
(b) request certain information about our processing activities;**  
(c) request access to your information that we hold;  
(d) prevent our use of your information for direct marketing purposes;  
(e) ask us to erase your information if it is no longer necessary in relation to the purposes for which it was collected or processed or to rectify inaccurate information or to complete incomplete information;  
(f) restrict our processing in specific circumstances;  
(g) challenge processing which has been justified on the basis of our legitimate interests or in the public interest;  
(h) object to decisions based solely on automated processing of your information;  
(i) prevent processing that is likely to cause damage or distress to you or anyone else;  
(j) be notified of any act or omission that compromises the security, confidentiality, integrity or availability of your information which is likely to result in high risk to your rights and freedoms;  
(k) make a complaint to data protection authorities; or  
(l) in limited circumstances, receive or ask for your information to be transferred to a third party in a structured, commonly used and machine readable format.

**Partnerships and external sources**

The Website may link to external sites beyond our control. The Privacy Policy covers only the way we treat information we collect in the Website. By accessing any external sites, you agree to the privacy policies of those sites. The external sites may have different policies with respect to the collection, use and disclosure of Personal Information and information. We have no control over and are not responsible for the privacy practices of such third parties. Therefore, you are encouraged to review the privacy policies of all third-party websites. Without limiting anything in the following section, we are not liable in any way for the actions, inactions or policies of any external services.

**Other terms and governing law**

Use of our services and products may be subject to other terms, conditions and disclosures prescribed by us, device manufacturers, online service providers, or other intermediaries, including: (i) other terms and disclosures which are made available to you by us; and (ii) the terms, conditions, and disclosures made available to you by third parties in connection with the use of their devices and/or online services. All such terms, conditions and disclosures are incorporated by reference into this Privacy Policy.

This Privacy Policy is governed by Ontario law.

You can contact us at any time to request access to information that we have about you, correct any information that we have about you, or to delete information that we have about you. If you have any additional questions about this Privacy Policy or our collection and storage of information, please contact us at [privacy@boatrocker.com](mailto:privacy@boatrocker.com).

**Modification to Privacy Policy**

We may revise this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our collection, use, and disclosure of information about you and will be available online. If we make material changes to this Privacy Policy, we will notify you by email or by posting a notice on the Website prior to the effective date of the changes. By continuing to access or use the Website after those changes become effective, you acknowledge the revised Privacy Policy.