

## Whats Poppin's Privacy Policy

Effective Date: June 17, 2025

# Introduction

Whats Poppin ("we", "us", or "our") is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, disclose, and protect information when you use the Whats Poppin mobile application (the "App"). It also describes your rights and choices regarding your personal information. This Privacy Policy is governed by the federal Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy laws in Canada. By using the App, you consent to the practices described in this Privacy Policy.

## 1. Information We Collect

When you use the App, we may collect certain information from or about you, including:

- **Personal Information:** Information you provide to us, such as your name, email address, date of birth or age (for age verification purposes), or other contact information if you create an account or contact us for support.
- **Location Data:** Precise geolocation information from your mobile device (GPS coordinates), which allows the App to show you nearby events. We only collect location data with your permission, and you can disable location access at any time in your device settings.
- **Usage and Device Information:** Technical information about your use of the App, such as your device type and model, operating system, unique device identifiers, IP address, App version, and usage statistics (e.g., features you use, pages or screens viewed, and time spent).
- **Cookies and Similar Technologies:** The App may use local storage or similar technologies to remember your preferences and enhance your experience. (Note: The App does not use traditional web cookies, since it is a mobile application, but it may use similar mechanisms for storing data on your device.)

We do not knowingly collect sensitive personal information (such as financial information or social insurance numbers) through the App, as the App's functionality is limited to event discovery.

## 2. How We Use Your Information

We use the information we collect for various purposes related to operating and improving the App, including:

- **Providing Services:** To operate the App and provide you with its core features, such as displaying local events based on your location and preferences.
- **Account Management:** If you create an account, to manage your account, authenticate you, and provide customer support.
- **Communication:** To communicate with you about the App, respond to your inquiries, send you important notices or updates, and, if you have opted in, send you promotional messages or event recommendations. (You can opt out of marketing communications at any time by contacting us or using the unsubscribe mechanism provided.)
- **App Improvement:** To analyze usage and performance of the App (e.g., to understand which features are most used) and to fix bugs, improve functionality, and develop new features.
- **Safety and Legal Obligations:** To monitor, investigate, or enforce compliance with our Terms of Service and this Privacy Policy, to protect the rights, property, or safety of us, our users, or others, and to comply with applicable legal obligations (such as responding to lawful requests by public authorities).

We will only use your personal information for the purposes for which we collected it, or for compatible purposes such as those listed above, unless we obtain your consent or as otherwise required or permitted by law.

### 3. How We Share or Disclose Information

We understand the importance of keeping your information private. We do not sell or rent your personal information to third parties. We may share or disclose your information in the following circumstances:

- **Service Providers:** We may share information with third-party service providers who perform services on our behalf to help us operate the App (for example, cloud hosting providers, analytics services, or customer support tools). These service providers are contractually obligated to protect your information and use it only for the purposes of providing services to us.
- **Event Information Sharing:** If you choose to interact with a third-party event (for example, by clicking a link to buy tickets or by using a feature to indicate interest or attendance), information necessary to facilitate that interaction (such as the fact that you are interested in the event) may be sent to the relevant third party. We will not share your personal contact information with event organizers through the App without your explicit action or consent.
- **Legal Compliance:** We may disclose your information if required to do so by law or in the good-faith belief that such action is necessary to comply with applicable laws, regulations, legal process, or governmental requests (for example, in response to a subpoena or court order).
- **Protection of Rights:** We may disclose information where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations

involving potential threats to the safety of any person, violations of our Terms of Service or this Privacy Policy, or as evidence in litigation in which we are involved.

- **Business Transactions:** Your information may be transferred to a successor organization if, for example, we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of assets, or transition of service to another provider. In such a case, your information would remain subject to the protections of this Privacy Policy (unless you are notified otherwise and consent to any new uses or disclosures).
- **With Your Consent:** We may share your information for any other purpose disclosed to you with your consent.

If we transfer your personal information internationally (for example, to a service provider in another country), we will take steps to ensure it is protected in accordance with this Privacy Policy and applicable law, but note that it may be subject to the laws of the jurisdiction where it is stored.

**External Links Disclaimer:** The App may contain links to third-party websites, applications, or services. We do not control and are not responsible for the privacy practices, content, or terms of use of these third-party platforms. Your use of third-party websites or services is at your own risk, and you should review their privacy policies before sharing any personal information.

## 4. Your Rights and Choices

You have certain rights and choices regarding your personal information:

- **Access and Correction:** You have the right to access the personal information we hold about you and to request correction of any inaccuracies. You may review and update some of your account information directly in the App (if applicable), or you can contact us at [help@whatspoppin.info](mailto:help@whatspoppin.info) to make an access or correction request.
- **Withdrawal of Consent:** Where you have provided consent for our collection, use, or disclosure of your personal information, you have the right to withdraw your consent at any time, subject to legal or contractual restrictions.
- **Deletion:** You may request that we delete your personal information. We will honor such requests to the extent required by applicable law, but may retain certain data for legal or business reasons.
- **Marketing Communications:** You can opt out of receiving promotional communications at any time using the unsubscribe link or by adjusting preferences in the App.
- **Children's Information:** If you are a parent or guardian and believe we have collected personal information from a child under 13 without proper consent, please contact us and we will delete that information.

To exercise these rights or for questions about your personal information, contact us at [help@whatspoppin.info](mailto:help@whatspoppin.info). We may take steps to verify your identity before fulfilling requests.

## **5. Data Security and Retention**

We take the security of your personal information seriously and implement reasonable physical, administrative, and technical safeguards to protect it. However, no method of transmission or storage is 100% secure. You are also responsible for maintaining the confidentiality of your account credentials.

We retain personal information only as long as necessary to fulfill the purposes for which it was collected, or as required by applicable laws. In some cases, we may retain data to resolve disputes, enforce our agreements, or maintain security and backup systems. When information is no longer needed, we securely erase, anonymize, or destroy it.

## **6. Children's Privacy**

As noted in our Terms of Service, the App is not intended for children under 16. We do not knowingly collect personal information from children under 16. If we become aware that we have done so, we will delete the data as soon as possible.

Minors aged 16 to under 18 may use the App only with parental or guardian consent. Parents may contact us to review or delete any personal data collected from their child. Parents may contact us to review or delete any personal data collected from their child.

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

We may update this Privacy Policy to reflect changes in our practices or for legal or operational reasons. When we make updates, we will revise the "Effective Date" and may provide more prominent notice when appropriate.

Your continued use of the App after changes constitutes acceptance of the revised Privacy Policy. If you disagree, you should stop using the App and request account deletion if applicable.

## **8. Contact Us**

If you have questions or requests regarding this Privacy Policy, contact us at [help@whatspoppin.info](mailto:help@whatspoppin.info)