

## BRIZI INC. | PRIVACY NOTICE

Last Updated: February 4, 2015

**Brizi Inc.** (“Brizi,” “we,” “us,” or “our”) respects your privacy. This Privacy Notice sets out the manner in which Brizi collects, uses, discloses and otherwise manages personal information. This Privacy Notice applies to the privacy practices of Brizi, including no our websites at [flybrizi.com](http://flybrizi.com) and [e.flybrizi.com](http://e.flybrizi.com) (each, a “website”).

### COLLECTION AND USE OF PERSONAL INFORMATION

The term “personal information” means information about an identifiable individual, including name, address, email address, and other information relating to an individual.

We or our clients may collect personal information when you:

- (a) Attend an event;
- (b) Use our engagement dashboard/portal;
- (c) Participate in Social Media;
- (d) Contact Us.

**Attend an Event:** If you attend an event where Brizi is in use, your image may be captured by us in video footage and photographs on behalf of the event host. These images may be made available to the public on our websites at the request of the event host. For additional information on how these images may be used, please contact the event host directly. You may also request that we remove certain images from our website by contacting us as set out below.

**Social Media:** We may offer you the opportunity to engage with our content on or through third-party social networking websites and applications. When you engage with our content on or through third-party social networking websites and applications, you may allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture, gender) to deliver the content or as part of the operation of the website or application. When you provide information from your social media account, we may use this information to personalize your experience on our website and on the third-party social networking websites and applications, and to provide you with other products or services you may request.

**Contact Us:** When you contact us with a comment, question or complaint, you may be asked for information that identifies you (such as your name, address and a telephone number) along with additional information we need to help us promptly answer your question or respond to your comment. We may also retain this information to assist you in the future and to improve our customer service, product and service offerings, and events and promotions.

### DISCLOSURE OF PERSONAL INFORMATION

We will not disclose, trade, rent, sell or otherwise transfer your personal information, without your consent, except as otherwise set out herein.

### Service Provider Arrangements:

We may transfer (or otherwise make available) your personal information to third parties who provide services on our behalf. For example, we may use service providers to authorize and process payments, host our website and operate certain of its features.

Your personal information may be maintained and processed by third party service providers in the US or other jurisdictions. Our service providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal information for their own marketing or other purposes.

#### **Sale of Business:**

We may transfer any information we have about you as an asset in connection with a merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Brizi or as part of a corporate reorganization or other change in corporate control.

#### **Legal and Compliance:**

Brizi and our Canadian, US and other service providers may provide your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required or permitted by applicable Canadian, US or other law. We may also disclose personal information where necessary for the establishment, exercise or defence of legal claims and to investigate or prevent actual or suspected loss or harm to persons or property.

#### **ADDITIONAL INFORMATION ABOUT OUR WEBSITE/ONLINE SERVICES**

##### **Visiting our Website:**

In general, you can visit our websites without telling us who you are or submitting any personal information. However, we collect the IP (Internet protocol) addresses of all visitors to our websites and other related information such as page requests, browser type, operating system and average time spent on our websites. We use this information to help us understand our website activity, and to monitor and improve our websites.

##### **Cookies:**

We use cookies on the pages on our websites where you are prompted to log in or that are customizable. These cookies may let us know who you are and will provide us and our service providers with information **[(such as your language choice)]** that we use to personalize our websites in accordance with your preferences. You may set your browser to notify you when you receive a cookie or to not accept certain cookies. However, if you decide not to accept cookies from our websites, you may not be able to take advantage of all of the features of our websites.

##### **Tracer Tags & Web Beacons:**

We may also use a technology called "tracer tags" or "Web Beacons". This technology allows us to understand which pages you visit on our website or what e-mail communications you receive and open. For example, the information we collect through this technology may include the first date and time you open our e-mail, and whether you click any links included in our e-mail. This information helps us optimize and tailor our websites and marketing communications for you and others.

##### **Third Party Links:**

Our websites may contain links to other sites that Brizi does not own or operate. Also, links to our website may be featured on third party websites on which we advertise. Except as provided herein, we will not provide any of your personal information to these third parties without your consent. We provide links to third party websites as a convenience to the user. These links are not intended as an endorsement of or referral to the linked websites. The linked websites have separate and independent privacy statements, notices and terms of use, which we recommend you read carefully. We do not have any control over such websites, and therefore we have no responsibility or liability for the manner in which the organizations that

operate such linked websites may collect, use or disclose, secure and otherwise treat your personal information.

## **SECURITY OF PERSONAL INFORMATION**

We have implemented reasonable administrative, technical and physical safeguards in an effort to protect against unauthorized access, use, modification and disclosure of personal information in our custody and control.

We have personal information retention processes designed to retain personal information for no longer than necessary for the purposes stated above or to otherwise meet legal requirements.

## **ACCESS TO YOUR PERSONAL INFORMATION**

You have the right to access, update, and correct inaccuracies in your personal information in our custody and control, subject to certain exceptions prescribed by law. You may request access, updating and corrections of inaccuracies in personal information we have in our custody or control by emailing or writing to us at the contact information set out below. We may request certain personal information for the purposes of verifying the identity of the individual seeking access to their personal information records.

## **CHANGES TO THE PRIVACY NOTICE**

This Privacy Notice may be updated periodically to reflect changes to our personal information practices. The revised Privacy Notice will be posted on the website. We strongly encourage you to please refer to this Privacy Notice often for the latest information about our personal information practices.

## **CONTACTING US**

Please contact us at the address set out below if:

- (a) you have any questions or comments about this Privacy Notice;
- (b) you wish to access, update, and/or correct inaccuracies in your personal information; or
- (c) you otherwise have a question or complaint about the manner in which we or our service providers treat your personal information.

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