

## PRIVACY POLICY

### **Confidential Information.**

To enrol in, purchase, or use our Products or Services, we may seek personal data or information including your name, email address, phone number, street address, billing information, birthday, preferences, interests, assignments, or other personally identifying information (“Confidential Information”), or you may offer or provide a comment, photo, image, video, writing sample, copy, or any other submission to us when using or participating in our Products or Services (“Other Information”).

By providing such Confidential Information or other Information to us, you grant us permission to use and store such information. We, in turn, will use our best efforts to keep your Confidential Information safe, secure and confidential in accordance with these Terms of Use and our full privacy policy which may be found on our website. If you believe that any of your Confidential Information is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any Confidential Information found to be incorrect.

### **What We Do With Confidential Information.**

We request and require various personal data and/or Confidential Information to understand your needs and to provide you with better Services. In addition, we may use such data in Confidential Information for the following reasons: (1) for internal record-keeping; (2) to improve our Products or Services; (3) to periodically send promotions about new Products or Services, or other special offers from which you may unsubscribe at any time; (4) for aggregate, non-identifiable data for research purposes; (5) to customize the respective Programs and Services that you purchase or use according to your interests; and/or (6) for support or communication related to your program, product, service or Programs and Services.

We will not sell or rent this information to anyone. We will not collect personal information indiscriminately. We will limit the amount and the type of information we collect to that necessary to fulfill the purposes we have identified to you, or as otherwise permitted or required by law.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Storage.**

All data and Confidential Information is stored through a data management system. This data and Confidential Information can only be accessed by those who help manage that information in order to deliver email or otherwise contact those would like to receive our correspondence. You agree and acknowledge that we, including but not limited to our team, staff and affiliates, and those who manage the data management system, may have access to your Confidential Information.

### **Security.**

We have reasonable security measures in place to prevent the loss, misuse, and alteration of the Confidential Information, but we make no assurances about our ability to prevent any such loss, misuse, to you or to any third party arising out of such loss, misuse, or alteration. However, due to the nature of the Internet, we cannot completely ensure or warrant the security of your Confidential Information or any other data or information transmitted to us or through our services; therefore, submitting Confidential Information, data or other information to us is done at your own risk. Submitting contributions or information on or through our Website is done entirely at your own risk. We make no assurances about our ability to prevent any such loss or damage to you or to any other person, company or entity arising out of your use of our Products or Services and you agree that you are assuming such risks.

**Disclosure of Confidential Information.**

All Confidential Information will be held in confidentiality and will not be disclosed to third parties, except that we may disclose Confidential Information and personally identifiable information: (1) pursuant to these provisions in our Terms of Use; (2) if we are required to do so by law; (3) in the good-faith belief that such action is necessary to conform to the law; (4) to comply with any legal process served on either us or our partners, sponsors or investors; (5) to protect and defend our rights or our property or those of our users or purchasers; and/or (6) to act as immediately necessary in order to protect the personal safety of our users, purchasers, or the public.

**We will not sell, distribute, or lease your Confidential Information to third parties unless we have your explicit permission or are required by law to do so.**

**Viewing by Others.**

Note that whenever you make your Confidential Information or other information available for viewing by others such as through our Products or Services, website, or social media, the Confidential Information or other information that you share can also be seen, collected, and used by others. Therefore, we cannot be responsible for any Unauthorized Use by others of such Confidential Information or other information that you voluntarily share online or in any other manner.

**How We Use Cookies.**

We may use the standard “cookies” feature of major web browsers. We do not set any Confidential Information in cookies, nor do we employ any data capture mechanisms on our website other than cookies. You may choose to disable cookies through your own web browsers settings. However, disabling this function may diminish your experience on the website and some features of our Programs, Products and Services or Program Materials may not work as intended. We have no access to or control over any information collected by other individuals, companies or entities whose website or materials may be linked to our Programs or and Services.

**Privacy Officer.**

If you have any concerns about your Confidential Information or wish to obtain a Copy of the Confidential Information you have provided to us, please contact our Privacy Officer in writing. Their email address is [info@thevirtualmarket.ca](mailto:info@thevirtualmarket.ca)