

OUR PRIVACY COMMITMENT

BrandAlliance knows how important it is to protect your personal information. At BrandAlliance, your personal information may be submitted while shopping online, or in person, and we want to make your experience safe and secure. With this in mind, we have developed this Privacy Policy as a guideline for the collection and use of personal information.

What information does BrandAlliance collect and how is it used?

At BrandAlliance, we collect two types of information: personal information and non-personal information.

With your consent we may use your personal information for a number of different purposes, for example to:

- fulfill requests for products, services or information;
- provide customer services;
- administer contests or promotions;
- offer new products and services;
- measure and improve the effectiveness of our websites or our marketing; and
- tailor our online or in-store offerings to your preferences.

We may also collect and summarize customer information in a format that no longer identifies the individual for statistical purposes.

Personal information typically includes your name, address, phone number, and e-mail address. You can always choose not to provide us with any of your personal information. However, if you make this choice we may not be able to provide you with the product, service, or information that you requested. Non-personal information does not identify you as an individual.

Your implied consent

In some cases, your consent is implied if we ask you to provide personal information with a stated purpose. For example, we can only deliver the product you have purchased if you provide us with your address and phone number.

Your express consent

In other cases, we will ask you to give your express consent to use your personal information to advise you of products or services that may be of interest. You always have the opportunity to "opt out" of having your information used for this purpose. For example, you may subscribe to an "BrandAlliance What's New" newsletter. In this case, we would also ask for your express consent to send you promotional information.

Withdrawing your consent

If you have "opted in" or subscribed to one of our newsletters or mailing lists, we will always provide you the opportunity to "opt out" or unsubscribe. For example, each e-mail we send you will tell you how to decline further e-mail.

Information BrandAlliance collects from you

Listed here are some examples of the ways that we collect information about you and how we use it.

In-House purchases

When you purchase a BrandAlliance product or service, you may need to provide us with contact and payment information (such as credit card information) so that we can process your request. Examples where we need contact information include delivery services, or last minute changes to your order.

Our websites

While using our websites, you may be asked to voluntarily provide certain personal information (such as your name, e-mail address, postal address, telephone number). We use this information to complete your transaction and to apply for access to certain special features and functions of the websites. If you choose not to provide requested personal information, you will not be able to use certain features of the websites and you will not be able to engage in transactions through the websites.

With any of the services on our websites, we may also use your personal information to contact and correspond with you and to respond to your inquiries. With your consent, we may send to you, from time to time, e-mail or other communications regarding goods or services we believe will interest you.

Participate in a contest, promotion, or survey

From time to time, we may run contests, promotions, or surveys. If you participate, you may be asked for contact information as well as additional optional survey information (for example, product preferences). Information from contest entries will be used to contact you if you win. We may also summarize survey information in a manner that no longer identifies the contest entrants for analysis, but will not share personal information from entries. All contests are subject to rules that will be available with each particular contest.

Information BrandAlliance collects automatically

Like many other websites, we automatically collect certain non-personal information regarding website users that does not identify you. Examples include the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the date and time you access the website, the Internet address of the website from which you linked directly to the website, the operating system you are using, the sections of the websites you visit, the web pages read and images viewed, and the content you download from the website.

This non-personal information is used for websites and system administration purposes and to improve the websites.

Cookies

The website uses "cookies", a technology that installs a small amount of information on a website user's computer to permit the website to recognize future visits using that computer. Cookies enhance the convenience and use of the website. For example, the information provided through cookies is used to recognize you as a previous user of the website (so you do not have to enter your billing information every time), to offer personalized Web page content and information for your use, to track your activity at the website, to respond to your needs, and to otherwise facilitate your website experience. You may choose to decline cookies if your browser permits, but doing so may affect your use of the website and your ability to access certain features of the website or engage in transactions through the website.

Links to other websites

Our website may contain links to other websites. When you click on one of those links you are contacting another website or Internet resource. BrandAlliance has no responsibility or liability for or control over those other websites or Internet resources or their collection, use and disclosure of your personal information.

We encourage you to read the privacy policies of those other sites to learn how they collect and use information about you.

Does BrandAlliance disclose the information it collects?

BrandAlliance does not sell your personal information. However, we may share your information with third parties acting on our behalf or as permitted or required by law.

Disclosure to service providers

BrandAlliance may share your personal information with certain service providers in order to provide products and services to you, to verify and validate information, and to address customer service matters. Examples of service providers include credit card issuers, product service depots, warranty providers, and delivery services. To reduce the risk of fraud or misuse of personal information, BrandAlliance may also verify your personal information, including but not limited to your address and credit card information, with third party service providers.

We will use reasonable efforts to ensure that your personal information is used in a manner that is consistent with this Policy. If you do not wish us to provide your personal information to those service providers, we may be unable to process your transaction.

Legal disclosure

BrandAlliance may disclose your information as permitted or required to by law; for example:

- to a government institution or other person or entity that has asserted its lawful authority to obtain the information;
- where we have reasonable grounds to believe the information could be useful in the investigation of unlawful activity;
- to comply with a subpoena or warrant or an order made by a court, person or entity with jurisdiction to compel the production of information;
- to comply with court rules regarding the production of records and information; and
- to our legal counsel.

How does BrandAlliance protect my information?

The security of your personal information is a high priority for BrandAlliance. We maintain appropriate safeguards and current security standards to protect your personal information, whether recorded on paper or captured electronically, against unauthorized access, disclosure, or misuse.

Although we cannot take responsibility for any theft, misuse, unauthorized disclosure, loss, alteration or destruction of data by a third party, we take reasonable precautions to prevent such unfortunate occurrences.

When is my information removed?

We keep your information only as long as we need it for the products and services you're using and for a reasonable time thereafter or to meet any legal requirements. We have retention standards that meet

these requirements. We destroy your information when it is no longer needed, or we remove your personally identifiable information.

You can also request that we remove your information from our records. Subject to our requirements for continued retention of your information, for example, for billing, audit, or warranty purposes, we will make every reasonable effort to honour your request.

How can I contact BrandAlliance?

BrandAlliance is responsible for all personal information under its control. Our Privacy Officer is accountable for BrandAlliance's compliance with the principles described here. If you have any questions, concerns or complaints about the privacy policies please contact us at the address below:

Attn: Privacy Officer

BrandAlliance

40 E 5th ave

Vancouver BC

Canada

Or

tony.pavao@brandalliance.com

We will respond to your request or investigate your concern as quickly as we can.

Will this Privacy Policy change?

To accommodate changes in our service, the technology, and legal developments, this Policy may change over time. We may add, change, or remove portions of this Policy when we feel it is appropriate to do so. Whenever we update this Policy we will change the date on the Policy to indicate when the changes were made.