

Privacy Act – Website Database Collection

MY CANADA 150 & Fabulous – On-line Privacy Policy

By accessing this application, you agree to the terms of the MY CANADA 150 % Fabulous Online Privacy Policy, as outlined below. If you do not agree to these terms, please do not access or use this application. Bentall Kennedy LP reserves the right to change the Online Privacy Policy from time to time at its sole discretion.

We collect personal information that you provide to us as well as information on how you use our website, mobile applications, WIFI, and other products and services. We use this information for the purposes of providing services, securing our properties, websites and mobile applications, meeting our legal obligations, advertising and marketing our services and, in some cases, the products and services of our clients (including developing interest-based advertising using information about your interests, your use of our websites, mobile applications, WIFI, products and services, and your visits to our properties). We also use this information for researching and developing new products and techniques to improve our services, business, our properties, websites, and mobile applications.

Cookies

A "cookie" is a piece of data stored on the user's hard drive, containing information about the user. Like many other companies, we use technologies such as cookies, pixels and other technologies to collect user information on how they navigate our on-line, mobile applications and respond to our marketing. We may also use this information to personalize the digital content we send to you and to provide you with personalized advertising through third party ad networks when you are visiting other websites.

For example, some of our websites and promotional communications use cookies, pixel files and other digital markers. By using this information, we learn how you interact with our on-line services, how we can improve design and content and how to improve your experience. We do not use cookies to access personal files on your computer or device.

Some of our websites and email communications use pixel files to manage our on-line advertising programs. Pixel files keep track of your browser so that you will be recognized when you visit other websites. We also use pixel files to determine when you have opened a promotional communication from us. These pixel files are generally valid for a limited number of days and are provided by our ad management providers.

You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of the website.

eClub, Surveys & Contests

From joining our eClub or providing personal information via surveys or contests (which is voluntary), the user therefore has a choice whether or not to disclose this information. Information requested may include contact information and demographic information which we may keep indefinitely. We only use this information for our purposes and do not sell this information or give any portion to our retailers or partners. Users can be removed from our database at anytime.

Analytics

Our websites may use analytics services, including Google Analytics, a web analytics service provided by Google, Inc. These analytics providers use cookies to help the website analyze how users use the site. In some cases, the information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by analytics providers on servers outside of Canada. This information is used for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Security

WEBSITE ADDRESS uses industry standard technology and efforts to safeguard the confidentiality of your personal identifiable information. These include secure servers and firewalls. All of the user data we collect is protected against unauthorized access. Only authorized employees who need the information to perform a specific job are granted access to this information.

Notification of Changes

We are always improving and updating our website to further enhance your shopping experience. As a result, our policies will continue to evolve. As we implement new technology and provide new services, we will update our Privacy Policy. We encourage you to refer to this page on an ongoing basis for our most current policy and practices.

Third Party Links

This Privacy Statement applies to our site only, and is not intended to describe the privacy policies of any third party sites. We use third parties to assist us in our business. Although we store personal information primarily in Canada, we may use services that store your personal information outside of Canada. We take measures, and we require our service providers to take measures, to protect your personal information; however, no system of protection can guarantee the protection of your personal information.

Updating Your Personal Information

You have the right to access and correct your personal information and privacy preferences at any time. You may access and correct your personal information and privacy preferences by writing or calling the SHOPPING CENTRE / PHONE NUMBER

Privacy Related Complaints

If you believe that MY CANADA 150 & Fabulous has not complied with this Online Privacy Policy with respect to your personal information, please call the Administration Office of your favourite participating shopping centre. If you prefer to write, please notify us at:

Privacy Concerns (Bonney Rempel, Bentall Kennedy LP, Suite 1800, 1055 Dunsmuir Street, Vancouver BC V7X 1B1)

In your letter, please describe in as much detail as possible the ways in which you believe that the WEBSITE or FACEBOOK ADDRESS Online Privacy Policy has not been complied with. We will investigate your complaint promptly.

Please note that if you provide inconsistent privacy preferences (for example, by indicating on one occasion that third parties may contact you with marketing offers and indicating on another occasion that they may not), SHOPPING CENTRE cannot guarantee that your most recent privacy preference will be honoured.

Thank you for visiting www.mycanada150andfabulous.ca