

Car Media 2.0 Inc. Privacy Policy

Car Media 2.0 Inc..com (together with its affiliates, "CarPics", "we" or "us") recognizes the importance

of privacy and the sensitivity of personal information. We are committed to protecting any personal information we hold. This Privacy Policy outlines how we manage your personal information and safeguard your privacy. If you have any questions or concerns about your privacy, please contact us, using the contact information at the end of this policy. Whenever you provide us with personal information, whether in writing, over the telephone, or online, you will be referred to this Privacy Policy. Your use of Car Media 2.0 Inc. services and websites (collectively, the "Car Media 2.0 Inc. Services") constitutes acceptance of and agreement with this Privacy Policy, described below, including your agreement and consent to Car Media 2.0 Inc.'s collection, use and disclosure of such information as described in it.

Your privacy rights

Car Media 2.0 Inc. is responsible for the personal information we collect use, hold and disclose. To ensure this accountability, we have developed this Privacy Policy, and trained our representatives about our policies and practices.

Why does Car Media 2.0 Inc. need personal information?

We use your personal information for internal purposes. We do not share this information outside Car Media 2.0 Inc. and Car Media 2.0 Inc. partners and affiliates, except with our approved agents, who help us to provide the service(s) you have requested. All of our approved agents are required to provide a level of privacy protection comparable to that provided in this Privacy Policy and are not permitted to use, collect or disclose your information for any other purpose, such as to market to you. We do not sell, license, rent or trade in personal information.

What personal information do we collect?

"Personal information" is any information that identifies about you, or that identifies you, or by which your identity could be deduced. Please note that "personal information" does not include either aggregate information that does not allow an individual to be identified, information about your visit to our websites which is not linked to you, information about your computer's operating system and web browser software (this technical information is verified to ensure that our websites are optimized to serve our customers) or, the name, title or business address or phone telephone number of an employee of an organization.

The personal information we collect may include contact information (such as name, e-mail address and telephone number), financial and billing information (such as credit card number/expiration date and credit history), and demographic information (such as age, education and occupation).

How do we collect your personal information?

We collect information only by lawful and fair means and not in an unreasonably intrusive way. Wherever possible we collect your personal information in an active fashion directly from you. Sometimes we may obtain information about you from other sources, for example:

- information that is publicly available from a government agency or registry
- passively by recording data on the history of your use of the Car Media 2.0 Inc. Services

Consent

In most cases, we shall ask you to expressly consent prior to our collection, use, or disclosure of your personal information. In certain circumstances, consent may be sought after the information has been collected but before use (for example, when we want to use information for a purpose not previously identified). Normally, we ask for your consent in writing, but in some circumstances, we may accept your oral consent. Sometimes, your consent may be implied through your conduct with us. The form of consent that we seek, including whether it is express or implied, will largely depend on the sensitivity of the personal information and the reasonable expectations of the individual in the circumstances

Use of your information

We use your personal information to provide the Car Media 2.0 Inc. Services to you, to administer our client databases and to include you in any of our direct marketing activities. If you tell us that you no longer wish to receive information about the Car Media 2.0 Inc. Services we will not send any further material.

Your consent to our use of your personal information can be withdrawn at any time by following the directions at the end of this Privacy Policy.

Car Media 2.0 Inc. will retain your personal as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws, and once your personal information is no longer required for the purposes discussed above, it will be deleted.

Disclosure of your personal information

Under certain circumstances, Car Media 2.0 Inc. will disclose your personal information:

- When we are required or authorized by law to do so, for example if a court issues a subpoena;
- When you have consented to the disclosure;
- When the Car Media 2.0 Inc. Services require us to give your information to third parties your consent will be implied, unless you tell us otherwise;
- Where it is necessary to establish or collect fees;
- If we engage a third party to provide IT services to us (like computer back-up services or archival file storage) and the third party is bound by our this Privacy Policy;
- If the information is already publicly known; or
- In the event of a proposed or actual purchase, sale (including a liquidation, realization, foreclosure or repossession), lease, merger, amalgamation or any other type of acquisition, disposal, transfer, conveyance or financing of all or any portion of Car Media 2.0 Inc. or of any of

the business or assets or shares of Car Media 2.0 Inc. or a division thereof in order for you to continue to receive the same products and services from the third party.

Updating your information

Since we use your personal information to provide the Car Media 2.0 Inc. Services to you on an on-going basis, it is important that the information be accurate and up-to-date.

If any of your information changes, please inform us by contacting us as described at the end of this Privacy Policy so that we can make any necessary changes.

Is my personal information secure?

Car Media 2.0 Inc. takes all commercially reasonable precautions to ensure that your personal information is kept safe from loss, theft, misuse, unauthorized access, use, modification or disclosure. Among the steps taken to protect your information are:

- premises security;
- restricted file access to personal information to only those with a need to know;
- deploying technological safeguards like security software and firewalls to prevent hacking or unauthorized computer access;
- internal password and security policies;
- secure disposal of personal information no longer needed; and
- screening and training of personnel.

Car Media 2.0 Inc. cannot, however, guarantee that loss, theft, misuse or unauthorized access, use, modification or disclosure will never occur (e.g., that someone will overcome our security measures). If you receive any electronic communication which purports to be from Car Media 2.0 Inc. that you have any questions or concerns about, please contact us. Spam, improper use, and pirating of domain names and email addresses is a growing problem, so we appreciate hearing about incidents in order that we may investigate them and provide you the best customer service.

Storage or transfer of your personal information

For the purposes set out in this Privacy Policy, we or one of our affiliates or an unaffiliated service provider may process and store your personal information outside of the province in which you reside and/or outside of Canada, and under the laws of those other jurisdictions, in certain circumstances courts, law enforcement agencies, regulatory agencies or security authorities in those other provinces or foreign jurisdictions may be entitled to access your personal information. For more information about our policies and practices related to the use of foreign service providers, please contact our Chief Privacy Officer as described below.

Access to your personal information

You may ask for access to any personal information we hold about you by contacting us as described at the end of this Privacy Policy. Summary information is available on request and we will attempt to

respond to the request within 30 days of receipt. More detailed requests which require archive or other retrieval costs may be subject to our normal professional and disbursement fees and may take longer to respond to.

Correcting errors

Car Media 2.0 Inc. attempts to ensure that personal information is accurate, complete and up-to-date for the purposes for which it is used. If Car Media 2.0 Inc. holds information about you and you can establish that it is not accurate, complete and up-to-date, Car Media 2.0 Inc. will take reasonable steps to correct it.

Can I be denied access to my personal information?

Your rights to access your personal information are not absolute.

We may deny access when:

- Denial of access is required or authorized by law ;
- Information relates to existing or anticipated legal proceedings against you ;
- The information was generated as a result of a formal dispute resolution process including a court case ;
- When granting you access would have an unreasonable impact on other people's lives, health, privacy, security or proprietary or confidential commercial information;
- To protect our rights and property; or
- The request is frivolous or vexatious or would unreasonably interfere with operations or amount to an abuse of the right to access.

If we deny your request for access to, or refuse a request to correct information, we shall do so in writing and explain why.

Car Media 2.0 Inc. does not use your Canadian Social Insurance Number (or foreign equivalent) as a way of identifying or organizing the information we hold about you and will not record it even if you submit it.

Can I request anonymity?

Whenever it is legal and practicable, we may offer the opportunity to deal with general inquiries without providing your name (for example, by accessing general information on our website).

Communicating with us

Please be aware that any channel of communication, such as e-mail, is not 100% secure, and also be aware of this when contacting us to send personal or confidential information.

Changes to this privacy policy

Since Car Media 2.0 Inc. regularly reviews all of its policies and procedures, we may change this Privacy Policy from time to time without notice. This Privacy Policy was last updated on August 20, 2018. A copy of all amendments will be on file at our offices. The Privacy Policy posted at any time or from time to time via this website shall be deemed to be the Privacy Policy then in effect.

Requests for access

If you have any questions, complaints or wish to access your personal information, please write to our Chief Privacy Officer at: inquiries@Car Media 2.0 Inc..com

If you are not satisfied with our response, the Privacy Commissioner of Canada can be reached at:

112 Kent Street,
Ottawa Ontario,
K1A 1H3
1.800.282.1376

Car Media 2.0 Inc. services

For your convenience, the Car Media 2.0 Inc. Services may contain links to other websites and services which are not governed by this Privacy Policy. The Car Media 2.0 Inc. Services may also be referenced on or accessible through links contained on other websites and through other services. However, we have not investigated, and are not responsible for, the privacy practices or content of those other websites and services. Their policies and protections may be different than those offered by Car Media 2.0 Inc.. We encourage you to investigate and review the privacy practices of those websites and services prior to use.

Through the Car Media 2.0 Inc. Services, like most other commercial websites and online services, we may monitor traffic patterns, site usage and related site information in order to optimize the Car Media 2.0 Inc. Services. We may provide aggregated information to third parties, but these statistics do not include any identifiable personal information.

When you interact with the Car Media 2.0 Inc. Services, we may use a browser feature, known as a “cookie” (which is a small computer file), to verify non-identifiable information about users of the Car Media 2.0 Inc. Services and measure user traffic patterns. We do this to maintain the best possible websites. When you first use the Car Media 2.0 Inc. Services, the Car Media 2.0 Inc. Services may implement a program that creates a small computer file stored on your device. We ensure that the minimum information required is placed in the cookie only so that we can recognize returning users of the Car Media 2.0 Inc. Services. The cookie does not contain personal information and we will not combine information in the cookie with personal information that would enable us to identify you individually. When you subsequently use the Car Media 2.0 Inc.

Services, our server communicates with your device, reads the cookie, recognizes and confirms that you are a returning visitor. Our server uses this information to provide you with a “short cut” that facilitates the quickest, most efficient and best possible experience.

Most browser software allows you to delete cookies. You should consult your Internet Service Provider, device manufacturer or Internet service provider for information on how to delete cookies. This may interfere with our ability to personalize your experience when using the Car Media 2.0 Inc. Services and be recognized, or may slow down performance.

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