

MR MIKES CHEW CREW Panel Privacy Policy

Level 1

Thank you for being a member of our panel.

We promise to protect your privacy and treat the information you give us as confidential.

The information you provide will be used only for research purposes.

We will not release your personal information to any third party without your consent.

We will never try to sell you anything and we will never sell your personal data to anyone. That is not our business. We are not telemarketers or direct marketers. We are market researchers interested only in your opinions and behaviour.

Your decisions about participating in a study, responding to specific questions, or discontinuing participation will be respected without question.

Level 2

Your privacy is important to us.

We have developed rigorous privacy standards that are set out in our detailed privacy policy. Members of our firm's professional staff belong to ESOMAR, the world organisation for enabling better research into markets, consumers and societies. ESOMAR sets professional standards to which our firm adheres, and which also protect your privacy.

If you have any privacy questions or concerns, please contact our Privacy Officer via e-mail at support@yourinsights.ca by mail at #304 - 1140 Homer Street, Vancouver, BC, V6B 2X6.

Level 3

Privacy Policy

Date created: June 12, 2012

Last revised: April 21, 2017

1. The information that we collect

Individuals may voluntarily become members of the CHEW CREW by registering at the MR MIKES CHEW CREW website. No personal information is sought from or about you without your prior knowledge and consent.

During the registration process, we gather certain personal information for contact and survey distribution purposes. We also record your IP address for member validation purposes and some browser and Operating System information for technical support purposes. Members may also be recruited on our behalf by third party websites, who may forward personal information to us, with the member's prior consent.

When our firm conducts online research, our invitations and questionnaires clearly identify us and explain the purpose(s) of our contact. When we contact you, we generally do so for one of the following purposes:

To invite you to participate in survey research;

1. To conduct a survey research interview with you;
2. To validate answers you gave in a recent survey we conducted;
3. To update and to ensure that our records of your personal information are correct.

Occasionally, we may contact you for one of these other purposes:

1. To notify you if you have won a prize draw that we sponsored;
2. To invite you into an on-site or online focus group;
3. To ask for your permission to use your personal information for a purpose that was not explained to you when we first collected your personal information.

During the registration process you are asked specifically if you consent to our use of your personal information for the purposes defined within this policy. If at any time you wish to discontinue your membership you can simply send an email to support@yourinsights.ca requesting your name and personal information be deleted from our files.

When you participate in our research, we may ask you for your personal opinions, as well as demographic information, such as your age and household composition. You may refuse to answer certain questions or discontinue participation in a study at any time. If you join our internet research panel, you may rescind your membership at any time by following the opt-out instructions that we include in every e-mail that we send.

We do not accept children who are under 18 years of age for membership on the CHEW CREW. In some specific surveys we may ask if parents are willing to consent for their children to participate in an online survey. Parents are able to view the survey to determine if they are willing to consent to such participation. We will never knowingly collect information from any individual under the age of 18 years without the express, written permission from the parents or legal guardian of said child. CHEW CREW adheres to all Canadian laws regarding Internet use by minors.

If a parent or guardian believes that CHEW CREW has in its database the personally-identifiable information of a child under the age of 18, please contact us immediately at support@yourinsights.ca and we will use our best efforts to promptly remove such information from our records.

2. Confidentiality of survey responses and contact information

We combine your survey responses in a given survey with the responses of all others who participate and report those combined responses to the client that commissioned the study. We will never intentionally report your individual survey responses, except as described below.

Your survey responses may be collected, stored or processed by our affiliated companies or non-affiliated service providers, both within and outside Canada. They are contractually bound to keep any information they collect and disclose to us or we collect and disclose to them confidential and must protect it with security standards and practices that are equivalent to our own.

In addition to keeping your survey responses confidential, we will never sell, share, rent or otherwise intentionally transfer your name, address, telephone number or e-mail address to our clients, other market research companies, direct marketing companies or anyone else.

The only exceptions when we may disclose your personal information or survey responses to third parties are as follows:

1. You request or consent to sharing your identifying information and individual responses with the third parties for a specified purpose;
2. In accordance with the ESOMAR guidelines, we provide your responses to a third party who is contractually bound to keep the information disclosed confidential and use it only for research or statistical purposes;
3. In the rare but possible circumstance that the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements.

CHEW CREW is powered by Toluna Inc., a leader in the field of online communities. The CHEW CREW also complies with Toluna's standards as it relates to protection of your Privacy. For more information on Toluna Inc. and its Privacy Policy visit: <http://ca.toluna.com/Privacy.aspx>

The CHEW CREW website may contain links to information on other websites. We do not have any control over these websites, and therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting those sites. We recommend that you carefully read the privacy policies of each site you visit.

3. Use of cookies, log files and other technologies on our website

Cookies are small text files stored on your computer by a website that assigns a numerical user ID and stores certain information about your online browsing. We use cookies on our

survey site to help us provide you a better experience and to provide quality control and validation functions. No personal information is stored on any cookie that we use.

Some of the cookies that we use on this site are required because they identify you as a valid member of our panel, and they protect access to your profile and account information. The privacy settings of your browser must be configured to allow cookies from yourinsights.ca or you may not be able to register on the yourinsights.ca panel or access the Members Area of this site. If you wish, you can adjust your browser's privacy settings to delete cookies upon exiting web sites or when you close your browser.

This site uses Flash Local Shared Objects (LSO), also known as "Flash cookies," to store some of your preferences, to display content based upon what you view, to personalize your visit, to combat fraud that endangers the quality of research, or to otherwise track your behaviour and activities across multiple visits to the site. We use Flash cookies strictly for research purposes only.

Flash cookies are different from browser cookies because of the amount and type of data stored and how the data are stored. The latest versions of popular browsers now allow internet users to manage Flash cookies using browser privacy settings or downloading add-ons.

If your browser does not support these features, then you can manage privacy and storage settings for Flash cookies or disable their use entirely by visiting Macromedia's website, the manufacturer of Flash Player, at the following link: Adobe - Flash Player: Settings Manager: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html

We use optional cookies, both browser and Flash-based software applications for conducting advertising and website research. These cookies are available only to members of our panel who have explicitly agreed to participate in our behavioural tracking research programme. The cookies keep track of certain online advertisements and web pages that you see, including how frequently the online content that we are measuring is viewed by your computer. Only a small number of ads or websites are measured through this research programme and the information we collect is used strictly for research purposes. No commercial messages or communications will be directed to you as a result of taking part in this research. Full details about this programme are available to you when you are logged into our site including instructions on how to discontinue your participation at any time.

Like most web sites, we gather certain information automatically and store it in log files. This information includes IP (Internet Protocol) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp and click stream data. We use this information to analyse trends, to administer our site, to track users' movements around our site and to gather demographic information about our user base as a whole. To protect against fraud, we may link this automatically collected data to information submitted at <http://www.toluna-group.com>.

Device Identification technologies assign a unique identifier to a user's computer to identify and track the computer. Yourinsights.ca does not use Device identification (also known as machine id or digital fingerprinting) technology to collect personal information or track the online activities of computer users. We use the technology to assist our clients in ensuring the integrity of survey results. The technology analyses information and data obtained from

your computer's web browser and from other publically available data points, including for example the technical settings of your computer, the characteristics of your computer, and your computer's IP address. This data is used to create a unique identifier assigned to your computer. The unique identifier is an alpha-numeric id which we retain. We do not retain the information analysed by the technology to create the unique identifier. The technology does not disrupt or interfere with your use or control of your computer and it does not alter, modify or change the settings or functionality of your computer.

In furtherance of our efforts to assist clients in protecting and ensuring the integrity of survey results, we:

- a. may link or associate your unique identifier to you and any of the information you provide to us;
- b. may share your unique identifier with our clients and with other sample or panel providers; and
- c. may receive or obtain a unique identifier linked to you from a third party, including without limitation a sample or panel provider or a client of our firm.

Any unique identifier(s) linked to a specific individual will be protected in accordance with this privacy policy. We shall use and distribute the technology in a professional and ethical manner and in accordance with our privacy policy, any statements and/or disclosures made by our firm to you, and applicable laws and industry codes. In the event that we discover or learn of any unethical conduct in connection with the use of the technology, or that the technology is being used in a manner that is inconsistent with the statements and/or disclosures made by us to respondents or in violation of applicable laws and codes, we will take immediate action to prohibit such unethical conduct and to ensure the proper administration of the technology.

4. Security of personal information

We inform our employees about our policies and procedures regarding confidentiality, security and privacy, and we emphasize the importance of complying with them. Our security procedures are consistent with generally accepted commercial standards used to protect personal information.

We may transfer personal information to affiliated companies or non-affiliated service providers for research-related purposes, such as data processing, and fulfillment of prize draws or other incentives. We require these companies to safeguard all personal information in a way that is consistent with our firm's measures and as regulated by law. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

In the event that you win a prize on the CHEW CREW, your email address will be shared with RAMMP for the sole purpose of administering your reward.

5. Accuracy of personal information

CHEW CREW makes reasonable efforts to keep personal information in its possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based

on the most recent information available to us. We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly.

6. Access to personal information

To request access to personal information that we hold about you, we require that you submit your request in writing and along with proof of ID at the e-mail address or postal address shown below (in How to reach us). You may be able to access your personal information and correct, amend or delete it where it is inaccurate, except as follows:

1. Providing access to your personal information would be likely to reveal personal information about others;
2. Disclosing the information would reveal the confidential commercial information of CHEW CREW or its clients.
3. The burden or expense of providing access would be disproportionate to the risks to your privacy in the case in question.

We will endeavour to provide your requested personal information within 30 days of receiving your access request. If we cannot fulfill your request, we will provide you with a written explanation of why we had to deny your access request.

7. Notification of material changes to this policy

If we make a material change to this policy or our privacy practices, we will post a prominent notice on this site for 30 calendar days prior to the implementation of the material change and describe how individuals may exercise any applicable choice. Following the implementation of the material change, we will record at the introduction of this policy when the policy was last revised.

8. How to contact us

Questions regarding this policy, complaints about our practices and access requests should be directed to the Yourinsights.ca Privacy Officer via e-mail at support@yourinsights.ca or by mail at #304 - 1140 Homer Street, Vancouver, BC, V6B 2X6.

We will investigate all complaints and attempt to resolve those that we find are justified. If necessary, we will amend our policies and procedures to ensure that other individuals do not experience the same problem.

By using our website, you hereby consent to our privacy policy and agree to its terms.