

MOMENT FACTORY'S PRIVACY POLICY

Last update: **June 15, 2020**

Moment Factory Studios Inc. ("**Moment Factory**" or otherwise referred to as "we", "us" and "our") thanks you for visiting the Vroom Orford Website: www.vroomorford.com (the "**Website**").

Moment Factory has prepared this Privacy Policy (the "**Policy**") in order to present to you its practices regarding the collection, use, communication, sharing and management of personal information that you submit on our Website or otherwise. Our Policy also describes the measures we take to protect the security of this information as well as how you can access, modify, or delete your personal information. In addition to this Policy, your use of this Website is also subject to: (i) the terms, conditions and stated policies posted on our Website, which can be accessed at <https://momentfactory.com>; and (ii) all other conditions of use that may be communicated to you by Moment Factory from time to time.

For the purposes of this Policy, all references to Moment Factory shall be deemed to include its affiliates and related companies as well as their respective officers, directors, shareholders, administrators, employees, agents and other representatives.

If you do not consent to the terms and conditions regarding our collection, use, disclosure, and/or sharing and management of personal information set out in this Policy, please do not use the Website and terminate your visit.

PERSONAL INFORMATION

You may choose to give us personal information when you visit our Website, when you send an e-mail to Moment Factory, when you speak to a representative or employee of Moment Factory by telephone, or when you otherwise begin a relationship with us, including your last name, first name, mailing address, billing address, shipping address, city of residence, province of residence, age, sex, home telephone number, cell phone number, e-mail address, as well as any other personal information that you may provide to us.

Personal information is also automatically collected when you visit the Website, including your IP address.

COLLECTION AND USE OF PERSONAL INFORMATION

We collect personal information that you provide when you communicate with us or when you browse our Website, particularly when you participate in the following activities:

- Subscribing to mailing lists, newsletters and e-mail communications in order to receive promotional offers, updates and our news; and/or
- Communicating with us to ask a question, submit a comment or file a complaint (customer service).

Subscribing to mailing lists, newsletters and e-mail communications. We may sometimes collect personal information (such as your last name, first name, mailing address, city of residence, province of residence, country of residence, age, sex, home telephone number, cell phone number and e-mail address) to send you e-mails containing our latest news, products, services or promotions, as well as those of our partners (in this regard, please see the section below entitled "Disclosure of Personal Information"). You can unsubscribe from our mailing list at any time by following the instructions provided at the end of every e-mail. You can also unsubscribe from our mailing list by communicating with us as indicated in the section entitled "Contact Us" below. Your request will be processed within the statutory timeframes.

Communicating with us to ask a question, submit a comment or file a complaint (customer service). If you choose to send us an electronic feedback form or send comments, questions or feedback via e-mail, we collect some personal information as well as your comments, suggestions and feedback. This personal information will be used to respond to your comments, questions or feedback. In addition, we can keep this information to help you in the future. We can also use your comments, suggestions and feedback to monitor and/or enhance our product and service offerings and our Website.

Customer relationship management (CRM) databases. When you participate in one of the aforementioned activities, we collect the personal information provided to complete and update our CRM databases. As such, the personal information collected is used to generate mailing lists and create internal reports, particularly on user statistics and relationships between you, Moment Factory and its partners to monitor and/or enhance our product and service offerings and our Website.

INFORMATION COLLECTED ON THE WEBSITE

IP addresses and browsing patterns. When you use our Website, Moment Factory may collect certain information about you. We collect the IP (Internet protocol) addresses of all users of our Website as well as data on their browsing patterns, and other information, such as websites visited immediately before and after our Website, the pages requested, the type of browser, the operating system, the Internet service provider you use, the number of times you have visited the Website and the date and average amount of time you spent on the Website. We use this information to administer the Website, monitor and/or enhance our product and service offerings and our Website, determine how the Website is used, understand what parts of the Website are popular and analyze user trends and habits.

DISCLOSURE OF PERSONAL INFORMATION

Principle. Unless specifically stated in this Policy, we will not proceed without your consent to sell, rent, transfer or disclose your personal information to third parties for undisclosed purposes.

Moment Factory may disclose your personal information collected in accordance with this Policy to third parties, including:

- **Service providers**, i.e. third parties (or otherwise make it available to them) who provide services on our behalf in Canada, in the United States or abroad. We provide our service providers with the information they need to fulfil their mandate, and we do not authorize them to use or disclose such personal information for their own business or other purposes;
- Entities, bodies and authorities for **legal purposes**. In other words, we (and our third party service providers) can disclose your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or violation of the law, or as otherwise required or permitted by law. We may also disclose personal information where necessary to bring or enforce legal claims, or defend against such claims, or to prevent actual or alleged loss or to avoid bodily harm or property damage; and/or
- Another entity in the event **that we sell all or part of our company or we sell or transfer assets or otherwise take part in a merger or business transfer**. In such case, we may transfer your personal information to a third party as part of the transaction.

HYPERLINKS TO OTHER WEBSITES

The Website may contain hyperlinks to other websites whose content is not controlled by Moment Factory. In addition, hyperlinks to our Website may appear on third party websites on which Moment Factory advertises. All such websites, which are controlled by third parties, have separate and independent privacy statements, notices and terms of use, which we recommend you read carefully. Moment Factory has no control over such websites, and therefore Moment Factory shall in no way be held responsible

Please note that we may verify your identity, request additional information or work with other Moment Factory departments to address your concerns or handle your complaint.