

# Privacy Policy for Play It Again Kids

## Your Privacy: Overview

This privacy policy (this “Privacy Policy“) sets out the privacy policies and practices for Play It Again Kids with respect to how we collect, use and disclose personal information. This Privacy Policy applies to information collected from you by Play It Again Kids via this website, our retail store and at our events, as well as any other applications or services that display this notice (collectively, the “Services”), and other places where or means by which we may collect personal information. This Privacy Policy also sets out how you can access certain information that Play It Again Kids may collect about you. In this Privacy Policy, “personal information” means information about an individual whose identity is apparent or can be reasonably ascertained from the information as further defined under applicable privacy laws, including, but not limited to, Your Contacts (as defined below) and other personal information collected through the Services. Please note that our Services may contain links to other third party websites or applications that are not controlled or operated by Play It Again Kids. This Privacy Policy does not apply to such third party websites or applications, and Play It Again Kids is not responsible for the content of such third party websites or applications or the privacy practices of such third parties. Therefore we encourage you to request and review the privacy policies of any third parties before disclosing your personal information to such parties or when visiting such third party websites or applications.

## Consent

BY SUBMITTING PERSONAL INFORMATION TO PLAY IT AGAIN KIDS OR ITS SERVICE PROVIDERS AND AGENTS, YOU AGREE THAT PLAY IT AGAIN KIDS MAY COLLECT YOUR PERSONAL INFORMATION AND YOU CONSENT TO THE USE, DISCLOSURE AND TRANSFER OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY AND AS PERMITTED OR REQUIRED BY LAW. Subject to legal and contractual requirements, you may refuse or withdraw your consent to certain of the identified purposes at any time by contacting Play It Again Kids at the address provided below. If you refuse or withdraw your consent, you acknowledge that Play It Again Kids may not be able to provide you or continue to provide you with certain services or information which may be of value to you.

## Revisions to This Privacy Policy

Play It Again Kids reserves the right, in its discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. However, Play It Again Kids will treat your continued use of the website and Services following such revision as your acceptance of the revised terms. All revisions will be posted to this website and will apply to any personal information collected on or after the date posted. Play It Again Kids will obtain the necessary consents required under applicable privacy laws if it seeks to collect, use or disclose your personal information for purposes other than those to which consent has been obtained unless otherwise required or permitted by law.

This Privacy Policy was last updated August 3rd, 2017.

## Collection of Your Information

Play It Again Kids may collect personal information in connection with your use or purchase of Play It Again Kids' products and services, including at the Store, at events, or through the website or through your use of the Services, which may include information provided in connection with the following activities:

- Registering or filling in forms on the website, App or in the Stores. This includes information you may provide when you request additional information about Play It Again Kids' products and services or sign up to receive Play It Again Kids' e-mail newsletters or coupons.
- Purchasing any product or service from Play It Again Kids, whether at a Store, social media, the website, or at an event.
- Providing design or product feedback or making other submissions to Play It Again Kids.
- Requesting information or assistance from Play It Again Kids. Play It Again Kids may also keep a copy of any communications or correspondence you may send to it, including any e-mail communications.
- Participating or responding to consumer survey or requests for consumer's opinions, concerns, and preferences regarding Play It Again Kids' products and services.
- Participating in consumer contests, sweepstakes and other promotions.
- Using other features of the website or Services that may be offered from time to time, and may require such information in order to utilize the feature (including but not limited to making a Submission as defined in the Terms of Use).

The personal information that Play It Again Kids may collect may include your name, username, password, email address, age, date of birth, gender, address, telephone number, credit card and debit card numbers (with expiration dates), personal preferences, and any other personal information that you choose to include in your profile, your Submissions, or in other communications to Play It Again Kids. In addition, Play It Again Kids may collect additional information from users of our Services, such as for Equipment Rentals.

You represent and warrant that you have the right and authority or have obtained all necessary consents to provide any information, including any personal information of another individual that is provided by you to Play It Again Kids.

Play It Again Kids may also collect information that may not be personal information, which may include, but is not limited to, the frequency of user visits to the website and Services, the routes by which users access the website and Services and use of any hyperlinks available on the website and Services. Play It Again Kids or its service providers and agents may process and use this aggregate data for various purposes including, but not limited to, analysis of this data for trends and statistics, development of the website and Services and the website's and Services' features and offerings, assessing patterns of use, or planning and evaluating marketing initiatives. This information is gathered by certain tools and methods such as the collection of your IP address or the use of cookies and is maintained, used and disclosed in aggregate form unless otherwise noted.

## Cookies

Like many websites, Play It Again Kids utilizes "cookies" to maintain a record of your visit to the website and your use of the Services. A cookie is a small text file that is transferred by a web server and stored on the hard drive of your

computer or mobile device. It can only be read by the server that sent it to you. This information does not identify you personally and you remain anonymous unless you have otherwise provided Play It Again Kids with personal information.

Cookies help Play It Again Kids to improve the websites and Services, and to deliver more personalized service by enabling Play It Again Kids to estimate audience size and usage patterns; to store information about your preferences; to speed up your searches and to recognize you when you return to the website or use the Services.

Most web browsers automatically accept cookies. If you would prefer to prevent your computer from accepting Play It Again Kids' cookies, you may follow your Internet browser's steps for doing so.

Please note, however, that if you do disable cookies from your browser, you may not be able to access certain sections of the website or the Services.

## IP Addresses

An IP address is a computer's numeric address, by which it can be located within a network. Play It Again Kids may record your IP address when you visit or use services or features on the website. Play It Again Kids may use your IP address for the purposes noted above, and also to help diagnose problems with Play It Again Kids' server, or to administer the website. Play It Again Kids may also use your IP address to identify you when Play It Again Kids feels it is necessary to enforce compliance with this Privacy Policy or the Terms of Use, or to protect the website, Services, systems, information, employees, service providers, business partners, users, customers and others.

## Third Party Analytics

Play It Again Kids uses automated devices and applications provided by third parties, such as Google Analytics to evaluate usage of this website. Play It Again Kids uses these tools to help improve this website, the Services, products, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. Play It Again Kids does not share your personal information with these third parties. However, these third parties may collect personal information directly through the use of cookies and other tracking technologies.

For more information on the cookies used and the information collected by Google Analytics, please go to <http://www.google.com/intl/en/policies/privacy/partners/>. To opt-out of such cookies, please go to <http://www.google.com/intl/en/analytics/learn/privacy.html>.

## Protection of Your Information

To prevent unauthorized access or disclosure, maintain data accuracy and facilitate the appropriate use of information, Play It Again Kids uses physical, technological and administrative procedures to help protect the personal information that Play It Again Kids collects from loss, unauthorized access, modification, disclosure or other misuse.

Nevertheless, Internet or wireless transmissions are never completely private or secure. You understand that any messages or information you send to the website or through the Services may be read or intercepted by others. If you have any questions about the security of personal information collected by Play It Again Kids, please contact us at: [playitagainkids@gmail.com](mailto:playitagainkids@gmail.com)

You should also be aware that certain aspects of the website and Services are not confidential and are available for public viewing. For example, other users of the website and Services will be able to view your profile and goals that are publically available. Any submissions that you may post to any publicly available blogs or other publicly available features of the website and Services are not confidential and may be viewed by other users of the website and Services. By making personal information publicly available where the website and Services allow you to do so, you consent to such publication by Play It Again Kids or its service providers and agents. Please refer to the Terms of Use for additional provisions relating to user submissions that may apply to you.

## Use of Your Personal information

- Upon Play It Again Kids' collection of your personal information, Play It Again Kids may use such personal information internally, separately or in combination with pre-existing information, for the following purposes:
- To establish and conduct commercial relationships, including to process purchases or other transactions and to conduct or administer other transactions that you may engage in with Play It Again Kids including at the Store, events, on or through the website;
- To conduct or administer contests, sweepstakes or other promotions in which you have participated;
- To contact you and to respond to any communications that you may have had with us;
- To troubleshoot problems with the website and Services;
- To customize your experience or homepage on the website;
- To develop and manage Play It Again Kids' business and operations;
- To enforce Play It Again Kids' Terms of Use or comply with this Privacy Policy;
- To detect and protect Play It Again Kids and other third parties against error, negligence, breach of contract, fraud, theft and other illegal activity, and to audit compliance with Play It Again Kids' policies and contractual obligations;
- To engage in business transactions, including the purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, securitization or financing involving Play It Again Kids;
- As permitted by, and to comply with, any legal or regulatory requirements or provisions; or
- To access, preserve, disclose and use your personal information contained in your account, all Submissions (as defined in the Terms of Use), all communications to and from you, all information relating to your use of the website, if Play It Again Kids is required to do so by law or legal process or if Play It Again Kids determines, in its sole discretion, that such action is necessary to protect the rights of Play It Again Kids, third parties, and other users of the website or for purposes of responding to your request for customer service.
- For any other purpose to which you consent.

Personal information collected by Play It Again Kids may be transferred to, stored and processed in the Canada and by third part solution providers in the United States. While in another jurisdiction for processing, the information may be accessed by the courts, law enforcement, and national security authorities of that jurisdiction.

## Disclosure of Your Information

Play It Again Kids may disclose your personal information to its subsidiaries or affiliates and to third parties whom Play It Again Kids hires to provide services on Play It Again Kids' behalf, including, but not limited to, support services, website services, delivering promotional materials, contests, sweepstakes and other promotions, and answering customer questions about Play It Again Kids' products and services. These subsidiaries, affiliates and third

parties may be located overseas. Play It Again Kids will only provide those third parties with the personal information that they need to deliver the services to Play It Again Kids and/or on Play It Again Kids' behalf. Play It Again Kids will not disclose your personal information to third parties for their direct marketing purposes without obtaining prior affirmative consent. In the event that Play It Again Kids is involved in a business transaction, including the purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, securitization or financing involving Play It Again Kids, you consent to your personal information and any other information Play It Again Kids may have collected being transferred to another party in connection with such transaction. You also consent to Play It Again Kids disclosing your personal information to legal, financial, insurance, or other advisors in connection with such business transaction or management of all or part of Play It Again Kids' business or operations; as consented to by you from time to time, including to fulfill any other purposes that are identified when the personal information is collected; or as otherwise permitted or required by law.

## Retention of Your Personal information

The personal information that you provide will be retained by Play It Again Kids in accordance with applicable laws. However, Play It Again Kids will take reasonable steps to destroy or permanently de-identify personal information it holds if it is no longer needed for Play It Again Kids business purposes.

## Children's Privacy

Play It Again Kids recognizes the privacy interests of children and Play It Again Kids encourages parents and guardians to take an active role in their children's online activities and interests. Our website is not intended for children under the age of 13. Play It Again Kids does not target our website to children under 13. Play It Again Kids does not knowingly collect personal information from children under the age of 13. Consent from a guardian would be obtained to disclose any photographs, video or personal information by Play It Again Kids to any public forum.

## Choice and Opt-Out Preferences

Play It Again Kids does not collect your personal information unless you choose to provide it. If, at any time, you prefer not to receive further email communications from Play It Again Kids (except in connection with information, products or services that you specifically request), you will have the ability to unsubscribe from such communications by means of a link provided in every broadcast e-mail that is sent to you by Play It Again Kids. If, at any time, you prefer not to receive any other form of communication from Play It Again Kids, you will have the ability to unsubscribe from such communications by contacting: [playitagainkids@gmail.com](mailto:playitagainkids@gmail.com)

## Access and Correction

Play It Again Kids will take reasonable steps to ensure the personal information it holds is accurate, complete and up to date. Upon your written request, subject to certain exceptions, Play It Again Kids will inform you of the existence, use and disclosure of your personal information and give you access to that information. Additionally, if you have any questions or enquiries relating to our privacy practices or procedures, or if you believe that the personal information that Play It Again Kids holds about you is not accurate, complete or up to date you may write to the Privacy Officer at the address provided below. If you are able to establish that the information is not accurate, complete or up to date, Play It Again Kids will take reasonable steps to correct the information so that it is accurate, complete and up to date.

## Request for Access and Correction, Questions or Comments

Play It Again Kids welcomes questions and comments about this Privacy Policy. Requests for access and correction of your personal information, and questions or comments should be directed to the Privacy Officer at:

Play It Again Kids

Attention: Privacy Officer

807 Baker Street

Nelson, BC

V1L 4J8

Email: [playitagainkids@gmail.com](mailto:playitagainkids@gmail.com)