

PRIVACY POLICY

Last updated: June 8, 2018

1. **Welcome**

Welcome to the Privacy Policy for the the website [www.elevationpictures.com] (the “**Website**”), made available to you by Elevation Pictures Corp. (hereafter referred to as “**Elevation**”, “**we**”, “**us**”, and “**our**”). Your privacy is very important to us.

This Privacy Policy explains how we collect, use, disclose, manage and safeguard your personal information with respect to your use and interaction with the Website.

We may change certain parts of this Privacy Policy from time to time. We will notify you when we make any changes to this Privacy Policy by posting a notice on our website. This Privacy Policy should also be reviewed regularly.

2. **How do we collect personal information?**

We collect personal information from you when you provide information directly to us, for example, when you access and use the Website or contact us.

3. **What kind of personal information do we collect?**

Examples of personal information we may collect and use are:

- Contact information, such as full name and email address
- Personal information that you provide to us when you contact us or make any other inquiry
- Other personal information required to provide you with access to the Website

4. **How do we use your personal information?**

We may use your personal information to:

- Verify your identity and the information that you provide to us
- Provide access to the Website
- Administer, troubleshoot, enhance and manage the Website
- Analyze and understand the usage, accuracy and effectiveness of the Website
- Meet obligations as required by applicable laws
- Responding to inquiries and other communications
- Tailour your experience while visting the Website
- Other purposes that we identify to you from time-to-time.

5. **Do we automatically collect technical data, and why?**

We automatically collect certain technical data when you visit and use the Website.

Technical Data: When you access and use the Website, we may automatically collect certain technical information about your visit, including the date, time, browser type, your internet service provider, your IP address, device information (including device identifiers), geo-location information, computer and network performance data, the URL that you are coming from and your navigation history in order to customize and personalize your experience on the Website, improve the Website and for analytics and research purposes. In limited circumstances, we may use IP addresses to help us identify you when we feel it is necessary to enforce compliance with our Terms of Service or to protect our Website, users or others.

Cookies and similar technologies: We use “cookies”, scripts, pixel tags, web beacons and other similar technologies on certain pages of our Website. These automatically collect data from a visitor to our Website. Cookies help us recognize repeat visitors, personalize the Website and communications and tailor content to match particular interests. We also use these technologies to track Website usage trends and patterns.

You are always free to decline cookies. If you decline “cookies” or delete them from your computer, you will still be able to access our Website, but you may find that some areas do not work as smoothly as when cookies are enabled on your system.

6. Do you disclose personal information?

We disclose personal information to third parties in the following circumstances:

Third-Party Service Providers: We may share personal information with third party service providers who assist us in providing and administering the Website. These third parties that process personal information on our behalf are contractually obligated to safeguard information and only use the information provided to them for the purposes outlined in this Privacy Policy.

Required by Law: We will disclose personal information in our custody when we believe that the disclosure is required by law, including to comply with a judicial proceeding, court order, or legal process served on us and when we receive a request from law enforcement authorities. We will only disclose personal information to law enforcement authorities upon demonstration of lawful authority.

Investigations: We may disclose personal information where it is reasonable for the purposes of investigating a breach of an agreement or a contravention of the law that has been, is being or is about to be committed and it is reasonable to expect that disclosure with the knowledge or consent of the individual would compromise the investigation.

Fraud: We may disclose personal information where it is reasonable for the purposes of preventing, detecting or suppressing fraud and it is reasonable to expect that the disclosure with the knowledge or consent of the individual would compromise the ability to prevent, detect or suppress the fraud.

Business Transaction: We may disclose and share your personal information to explore and/or undertake a corporate transaction, including a merger, acquisition, amalgamation, IPO, reorganization or sale of our company and/or the Website. We will enter into an agreement that ensures that your personal information will be used and disclosed solely for the purposes related to the transaction, will be protected by security safeguards appropriate to the sensitivity of the information and will be retained only for as long as necessary.

7. Do you aggregate personal information?

We will aggregate (i.e. assemble on a basis that does not enable one to personally identify you) certain information we collect from you, including any technical data we automatically collect. Aggregated or “de-identified data” means information that does not identify an individual and is no longer considered “personal information”.

Aggregated data may be used by us to generally improve the Website. We may also use aggregate data to determine what types of products and services are best suited for our users and are requested by our users.

If we share aggregated data with third parties, personal information will not be individually identifiable in the aggregated data.

8. How do you secure and store personal information?

We are committed to data security and protects personal information through integrated physical, technological and administrative safeguards. Personal information is protected by security safeguards appropriate to the level of sensitivity of the data.

Personal information is retained only for as long as it is necessary for the purposes for which it was collected or transferred.

It is important to understand that we will undertake every reasonable precaution to safeguard your personal information. However, if a data breach occurs, we will notify you as soon as feasible (in accordance with applicable data protection laws) and will comply with all legal requirements to mitigate any harms resulting from such a breach.

9. Location of personal information

We store personal information on servers located in Canada.

10. Do you transfer personal information?

We may transfer personal information to third-party service providers, suppliers and sub-contractors who assist us in providing and administering the Website. These third parties that process personal information on our behalf are contractually obligated to safeguard the information and only use the information provided to them for the purposes outlined in this Privacy Policy. We will use contractual measures to ensure that,

- Personal information is properly safeguarded at a comparable level of protection that the data would have received if it had not been transferred;
- The service provider complies with data protection legislation; and
- The data is used only in accordance with our instructions.

We may transfer personal information to a third-party service provider outside of your jurisdiction of residence. In the event that your personal information is transferred abroad, the government, courts, law enforcement or regulatory agencies of that jurisdiction may be able to obtain disclosure of the data through the laws of that jurisdiction.

11. What are my privacy rights?

Updating information: You can access, update and make changes to your personal information by contacting us at any of the options below.

Individual Access: If you make a request, we will let you know what personal information we have about you, what it is being used for, and with whom it has been shared. We will provide you with access to your personal information that is in our possession, subject to certain exceptions, including information that is referenced to another individual's personal information that we cannot sever, or information subject to solicitor-client privilege, or other legal restrictions that may prevent us from fulfilling your access request. To inquire contact us at: privacy@elevationpictures.com (include "**Attention: Privacy Officer**" in the subject line).

We will respond to your request within one month, free of charge, unless the volume or the complexity of the request requires a longer process. We will notify you if we require an extension and may charge a reasonable fee to cover administrative costs.

Rectification: If you notice any inaccuracies or wish to update any part of your personal information, we will rectify the information as necessary. We will provide rectification as soon as possible within one month. If we refuse the request, we will provide justification.

12. How do I opt-out of receiving promotional communications?

In the event you wish to unsubscribe from receiving promotional email communications from us, you may opt-out by:

- Removing yourself by clicking "unsubscribe" at the bottom of an email we send you, or
- Contact us at: privacy@elevationpictures.com

If you opt-out of receiving marketing-related emails from us, we may still send you important administrative messages or as otherwise consistent with applicable law.

13. Contact Us

To contact us with questions about this Privacy Policy or other inquiries send us an email at privacy@elevationpictures.com and write "**Privacy Policy**" in the subject line.

Still Need Help? You may contact us at any of the following:

Mailing Address

166 Pearl Street, Suite 300
Toronto, ON M5H 1L3

Email

privacy@elevationpictures.com