

Privacy Policy

OUR COMMITMENT TO PRIVACY

Motoring Experiences Inc. o/a Drive Festival is committed to maintaining the security, and privacy of personal information. This Privacy Policy documents our on-going commitment to privacy and has been developed in compliance with applicable privacy legislation.

SCOPE OF POLICY

This Policy applies to Drive Festival and any affiliates from time to time in respect of activities that are subject to federal and provincial privacy legislation. This Policy addresses personal information about our clients, service providers and other individuals. It does not apply to information collected, used or disclosed with respect to corporate or commercial entities.

This Policy does not apply to the collection, use or disclosure of the following information by Drive Festival:

- business contact information;
- publicly available information recognized under applicable privacy legislation;
- personal employee information.

1. ACCOUNTABILITY

Drive Festival is responsible for personal information under its control. We have designated a Privacy Officer who is responsible for National Event Management's compliance with this Policy.

2. PURPOSES

Upon or before collecting information, Drive Festival will state the purpose of collection, unless the purpose is obvious, and will provide, on request, contact information for the Privacy Officer who can answer questions about the collection.

We collect, use and disclose personal information for purposes authorized or required by applicable privacy legislation or other law and for the following purposes:

- to establish and maintain client and supplier relationships;
- to manage and develop our business and operations;
- to detect and protect Drive Festival, you and others from error, negligence, fraud or other illegal activity, which may include providing information to insurers;
- to authenticate your identity;

- to provide information to anyone working with or for Drive Festival as needed for the provision of our services;
- to issue invoices, process payments and collect debts owed to Drive Festival;
- to comply with legal and regulatory requirements.

The above collections, uses and disclosures are a necessary part of your relationship with us.

We may also use your personal information for the following additional purposes:

- to offer you additional or alternative services and we may add it to subscriber lists which we prepare and use for this purpose;
- to provide you with newsletters, bulletins, information about upcoming events and other general information about related topics, and about Drive Festival;
- to contact you for survey purposes.

If you do not want us to use your personal information for these additional purposes you may at any time by provide written notice to the Drive Festival Privacy Officer. You will not be refused services merely because you advised Drive Festival to stop using information in these ways.

Before using or disclosing personal information for a purpose not previously identified, we will identify the new purpose and obtain your consent unless the use or disclosure is authorized or required by law.

3. CONSENT

We will obtain your consent to collect, use or disclose personal information except where we are authorized or required by law to do so without consent. For example, we may collect, use or disclose personal information without your knowledge or consent where:

- the personal information is publicly available from a prescribed source, such as a telephone directory;
- Drive Festival is collecting or paying a debt;
- it is reasonable to expect that obtaining consent would compromise an investigation or proceeding.
- Your consent can be express, implied or given through an authorized representative such as a lawyer, agent or broker.

Consent may be provided orally, in writing, electronically, through inaction (such as when you fail to notify us that you do not wish your personal information

collected/used/disclosed for optional purposes following reasonable notice of same) or otherwise. By providing personal information to us, you agree that we may collect, use and disclose such personal information as set out in this Privacy Policy and as otherwise permitted or required by law.

In certain circumstances personal information can be collected, used or disclosed without knowledge and consent if seeking the consent of the person might defeat the purpose of collecting the information such as in the investigation of a breach of an agreement or a contravention of a federal or provincial law.

Drive Festival may from time to time engage outside suppliers, including technology providers.

You may withdraw consent at any time, subject to legal or contractual restrictions, provided that reasonable notice of withdrawal of consent is given to Drive Festival. On receipt of notice of withdrawal of consent, we will inform you of the likely consequences of the withdrawal of consent, which may include our inability to provide services for which that information is necessary.

4. LIMITS ON COLLECTION OF PERSONAL INFORMATION

We will not collect personal information indiscriminately and will limit collection of personal information to that which is reasonable and necessary to provide our services and which is reasonable and necessary for the purposes consented to by you. Drive Festival also collects personal information as authorized or required by law.

In certain circumstances personal information can be collected, used or disclosed without the knowledge and consent of the person (see Section 3).

5. LIMITS FOR USING, DISCLOSING AND RETAINING PERSONAL INFORMATION

Your personal information will only be used or disclosed for the purposes set out above and as authorized by law.

We will retain personal information only as long as necessary for the fulfillment of the purpose for which it was collected, except with the consent of the person or as required by law. Depending on the circumstances, where personal information has been used to make a decision about a person, Drive Festival will retain, for a period of time that is reasonably sufficient to allow for access by the person, either the actual information or the rationale for making the decision.

We will destroy, erase or make anonymous documents or other records containing personal information as soon as it is reasonable to assume that the original purpose is no longer being served by retention of the information and retention is no longer necessary for legal or business purposes.

We will take due care when destroying personal information so as to prevent unauthorized access to the information.

6. ACCURACY

We will make reasonable efforts to ensure that personal information we collect, use or disclose is accurate and complete. In some cases, we rely on you to ensure that certain information, such as your address or telephone number, is current, complete and accurate.

If you demonstrate the inaccuracy or incompleteness of personal information, we will amend the information as required. If appropriate, we will send the amended information to third parties to whom the information has been disclosed.

When a challenge regarding the accuracy of personal information is not resolved to your satisfaction, we will annotate the personal information under our control with a note that the correction was requested but not made.

7. SAFEGUARDING PERSONAL INFORMATION

Drive Festival protects the personal information in its custody or control by making reasonable security arrangements to prevent unauthorized access, collection, use, disclosure, copying, modification, disposal or similar risks.

Drive Festival will take reasonable steps, through contractual or other reasonable means, to ensure that a comparable level of personal information protection is implemented by its suppliers and agents who assist in providing products and services to you.

Please note that confidentiality and security are not assured when information is transmitted through e-mail or other electronic communication. We will not be responsible for any loss or damage as a result of a breach of security and/or confidentiality when you transmit information to us by e-mail or other electronic communication or when we transmit such information by such means at your request.

8. OPENNESS

Drive Festival is open about the policies and procedures it uses to protect your personal information. Information about these policies and procedures will be made available. However, to ensure the integrity of our security procedures and business methods, we do not disclose sensitive information about our policies and procedures.

9. PROVIDING ACCESS

You have a right to access your personal information held by Drive Festival.

Upon written request and authentication of identity, we will provide you with your personal information under our control, information about the ways in which that

information is being used and a description of the individuals and organizations to whom that information has been disclosed.

We may charge a reasonable fee for providing information in response to an access request and will provide an estimate of any such fee upon receiving an access to information request. We may require a deposit for all or part of the fee.

We will make the information available within 30 days or provide written notice where additional time is required to fulfil the request.

In some situations, we may not be able to provide access to certain personal information. This may be the case where, for example, disclosure would reveal personal information about another individual, the personal information is protected by solicitor/client privilege, the information was collected for the purposes of an investigation, disclosure of the information would reveal confidential commercial information that, if disclosed, could harm the competitive position of Drive Festival, or where we exercise our solicitor's lien against materials in our files in respect of outstanding accounts. Drive Festival may also be prevented by law from providing access to certain personal information.

Where an access request is refused, we will notify you in writing, document the reasons for refusal and outline further steps which are available to you.

10. WEBSITE

We use your IP address to help administer our website. Your IP address is also used to gather broad, aggregated demographic information. When you submit a transaction we may store your IP address for validation and to protect against fraud. Our site may use cookies to make sure you don't see the same ad repeatedly. We may use cookies to deliver content specific to your interests, to save your password so you don't have to re-enter it every time you visit our site, and for other purposes set out below:

We use cookies to remind us who you are and to find your account information in our database when you access a service so you do not need to log in at every visit. This helps us to provide you with service tailored to your specific needs and interests.

- A cookie may be created when you register for a service.
- We use cookies to determine the browser the visitor uses so the site can be designed to work properly with the most common versions of different browsers.
- Advertisers that place ads with Drive Festival may use cookies.
- We use cookies to estimate our audience size. Your browser is given a unique cookie that helps us determine whether yours is a repeat visit or a first visit.

Our web site may contain links to other sites and advertisements. Our Privacy Policy only applies to information collected by our web site. We are not responsible for the privacy practices and policies of third parties. Drive Festival may share aggregate information with members and advertisers. This aggregate information does not contain personally identifiable information.

11. CHANGES

We may review and change our Privacy Policy from time to time.

12. COMPLIANCE

Drive Festival will, on request, provide information regarding its complaint procedures.

For further information about our Privacy Policy, please contact:

Privacy Officer
260 Town Centre Blvd., Suite 102
Markham, Ontario L3R 8H8
info@nationalevent.com