

Privacy Policy

Your privacy is important to us. Parenting Expo Inc. ("Parenting Expo™") is committed to protecting the privacy, confidentiality, security and accuracy of the personal information we collect, use and disclose. This privacy policy (the "Privacy Policy") is a statement of principles and guidelines outlining how we collect, use, disclose and protect the information we collect. The privacy practices of Parenting Expo™ are in accordance with all applicable federal and provincial laws and regulations.

BY USING OUR SITE, YOU AGREE WITH THE TERMS OF THIS PRIVACY POLICY. WHENEVER YOU SUBMIT INFORMATION VIA OUR SITES, YOU CONSENT TO THE COLLECTION, USE, AND DISCLOSURE OF THAT INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. PLEASE BE SURE TO READ OUR ENTIRE PRIVACY POLICY BEFORE SUBMITTING INFORMATION TO OUR SITE. Subject to legal and contractual requirements, you may refuse or withdraw your consent to certain of the identified purposes at any time by contacting us. If you refuse or withdraw your consent, we may not be able to provide you or continue to provide you with certain services or information that may be of value to you.

Canadian privacy legislation defines personal information broadly as information about "an identifiable individual" or any information that allows an individual to be identified. The types of personal information that we may collect from you from time to time include: your name, address, telephone number, e-mail address, and birth date. In addition, from time to time, we may ask you to provide us with more detailed information regarding your interests, occupation, and background. For example, we sometimes ask our subscribers to complete surveys in order to get a better sense of who they are and what topics may be of interest to them. Finally, from time to time, we may acquire demographic and other information about you (e.g. your occupation and interests) in order to serve you better.

We collect your personal information to provide you with helpful, relevant information through our sites and e-mails.

In addition, from time to time, we may use your personal information for the following purposes:

- to understand your needs and preferences, including to contact and communicate with you and to conduct surveys, research and evaluations;
- to administer contests run on our sites;
- to manage and develop business and operations for Parenting Expo™;
- to meet legal and regulatory requirements;
- to engage in business transactions, including the purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, securitization or financing involving Parenting Expo™;
- any other purpose we may indicate to you from time to time.

Parenting Expo™ uses a variety of contests and similar promotions to increase awareness of our business. We generally request contact information so that we can notify you if you are a prize winner. As well, in some cases we may contact contest entrants with product information. Contest entries generally include a way for you to indicate that you do not want to be contacted based on the information on your entry. Because contests may involve co-sponsors outside Parenting Expo™ who have their own privacy practices, it is always advisable to read the entry form and contest rules before entering.

We may disclose your personal information to our affiliates and to the following third parties in the following circumstances:

- To Parenting Expo™ Affiliates**
We share Data with entities worldwide that we control, are controlled by us, or are under our common control, to provide our Services. Parenting Expo Inc. is the party responsible for overall management and use of the Data by these affiliated parties.
- Disclosure to Service Providers**
We may disclose your personal information to other companies that provide services on our behalf, including our software developers (including website developers and hosts), data processing providers,

document management providers, and office services providers. We will only provide those companies with the information they need to deliver the service(s) contracted for and we will ensure that they enter into agreements with us to protect the personal information that they receive.

- Law Enforcement and Legal Disclosure**
Parenting Expo™ may disclose your personal information to a government institution that has asserted its lawful authority to obtain the information or where Parenting Expo™ has reasonable grounds to believe the information could be useful in the investigation of unlawful activity, or to comply with a subpoena or warrant or an order made by a court, person or body with jurisdiction to compel the production of information, or to comply with court rules regarding the production of records and information, or to the legal counsel of Parenting Expo™.

At Parenting Expo™, we want you to be able to maintain control over how we use your personal information. In particular:

You always have the option to instruct us not to use your name, address, e-mail address, etc. beyond providing you with the service(s) or information you requested (see "Contact Us" below).

E-mail communications will always include an identification of the sender and an "Unsubscribe" option.

Your personal information is stored in secured locations and on servers controlled by Parenting Expo™, located either at our offices or at the offices of our service providers. For access to your personal information, please contact us using the contact information in the "**Contact Us**" section below.

Upon written request, subject to certain exceptions, Parenting Expo™ will inform you of the existence, use, and disclosure of your personal information and will give you access to that information. Access requests should be sent to Parenting Expo™, using the contact information in the "**Contact Us**" section below. If Parenting Expo™ determines not to provide you access to your personal information, we will provide an explanation.

Individuals may request the correction of their personal information, and Parenting Expo™ will make the necessary correction(s).

We make every reasonable effort to protect against the loss, misuse, and alteration of personal information under our control. Only authorized employees and suppliers have access to your personal information. Parenting Expo™ retains your personal information only as long as necessary to fulfill the identified purpose(s) or as otherwise required or allowed by law. Also, if you send us an email message, we may retain that message and your email address, as well as any response we send you.

For your convenience, search functions are provided on our website. We keep logs of the words searched to learn more about what kind of information our visitors are seeking, and thus improve our services.

For your convenience, the Parenting Expo™ website sometimes contains hyperlinks to websites managed by third parties. By activating these hyperlinks, you will leave our sites for those of the third parties, which may have different privacy policies and practices than Parenting Expo™. Parenting Expo™ cannot be held liable for the use of such third party websites.

We believe that advertisements by Parenting Expo™ do not appeal directly to children 13 years old and under. We do not knowingly direct our advertising at children under the age of 13, except as permitted by law.

No personal information should be submitted to or posted on our sites by individuals under 18 years of age without their parent's or guardian's permission.

If you have any questions, concerns or requests relating to this Privacy Policy, please **contact us** at info@parentingexpo.ca.

Parenting Expo™ reserves the right to update, modify, or supplement this Privacy Policy from time to time. This Privacy Policy is intended to comply with the provisions of the Personal Information Protection and Electronic Documents Act (Canada).