

## The Frozen Machine Studios Inc. - Privacy Policy

**Accountability** – The Frozen Machine Studios Inc. (*TFM*), is committed to safeguarding your privacy online and created this Privacy Policy in order to demonstrate our firm commitment to protecting the privacy of the users of our services. We manage your personal information in compliance with Alberta's *Personal Information Protection Act* and will comply in certain circumstances with the federal *Personal Information Protection and Electronic Documents Act*, and Anti-Spam Legislation<sup>1</sup> and as required. We may periodically amend our *privacy policy* to update our commitment to you in accordance with current privacy laws. If you have any concerns about our *privacy policy* or how we have handled your personal information, contact:

**Adrian Nieto, Alex Hillhouse, or Raiford Lawson**

**contact@thefrozenmachine.com**

**Phone: 780-267-5130, 780-719-6691, or 587-987-6777**

**Collection Purposes** – By using our services you consent to our gathering, use and disclosure of your personal information, as described in this Privacy Policy. In Alberta, business contact information such as business phone number and office address (if not a home office) is not considered personal information. We follow prudent business practices in collecting, using and disclosing personal information while providing you with our services. Personal information is any information that identifies you, and may include your name, address, phone number and e-mail address) and financial information (such as your credit card information). For some of our services we may also ask other information about you such as your age or other demographic information. We may also collect information about your use of our services.

**Collection Methods** – We collect information only by lawful and fair means. Whenever possible, we will collect personal information directly from you. Depending on the business services provided, with your consent, we may obtain relevant information from other reasonable sources. We require this information to understand access and assist you with your ongoing business needs and to ensure that information is up-to-date.

**Consent** – Personal information will only be collected, used and disclosed with your consent except as required or permitted by law. Your consent with respect to collection, use and disclosure of non-electronic forms of communication may be in writing, verbal or implied as necessary to meet your business needs. We may also collect your contact information and correspondence if you contact us by e-mail or letter.

**Disclosure Without Consent** – In certain circumstances, we may disclose your personal information without your consent. Such circumstances include legal compulsion or authorization and the necessity to respond to an emergency that threatens life, health or security of an individual or the public. Disclosure may also occur if it is necessary to establish or collect our fees or if the information is already publicly known.

**Use of Personal Information** – We use personal information to provide business services. Unless you consent, we will not disclose or sell your personal or business contact information to any third party to enable them to market their products or services. When we release information about you, it is done to serve specific needs, in the course of providing business services. With your consent, we may provide information to our staff and agents for reasonable business

purposes. We may also provide personal information to third parties providing services to *TFM* provided the third party agrees to comply with our *privacy policy* and any applicable legislation.

**Individual Access** – You have the right to request a correction of the personal information that we hold about you. If during the course of our business relationship, any of your information changes, please inform us so that we can make the necessary changes. You may request access to the personal information we have about you and we will respond to this request in a timely fashion. This request must be in writing and we will charge a reasonable fee for retrieval and copying. By law, we must deny access when your file contains personal information on a third party and the information cannot be severed to maintain the third party’s privacy. We may also deny access if your information relates to existing or anticipated legal proceedings against you, including unpaid bills to *TFM*. If we deny your request for access or correction, we will explain why. In all cases, we will attempt to mediate a resolution if possible.

**Safeguards** – In order to protect your personal information, we will not collect, use or disclose your personal information unless the purpose is identified or reasonably evident. *TFM* will keep your personal information only for as long as necessary to fulfill the stated purpose or as required by law. We will maintain your personal information as accurately as possible. In addition we will keep your personal information physically secure and protected by technological safeguards appropriate to the sensitivity of the information.

**Automated and Electronic Data Collection** – Subject to the security settings on your desktop or mobile device, *TFM* uses a feature found within most web browser called “cookies” to automate certain aspects of our web site. Cookies are very small files that are stored on your computer and that enable us to recognize your computer each time you return to our site. By using cookies, *TFM* can keep track of your preferences, what you have and have not already seen on our site, and any personalization you've done, without requiring you to enter a password every time you come back. *TFM* uses information gathered to better use our cookies in compliance with this Privacy Statement.

We may use an e-mail delivery and marketing company to send you e-mails. Pixel tags and cookies are used in those e-mail messages and at our website to help us measure the effectiveness of our advertising and how visitors use our site.

**Commercial Electronic Messages** – Canadian Anti-Spam Legislation<sup>1</sup> defines Commercial Electronic Messages (CEM) as a message that encourages participation in a commercial activity, including advertisements and information about promotions, offers, business opportunities and events. With your consent, *TFM* may, from time-to-time send you a CEM for the purposes listed above. Please note however, that under the Canadian Anti-Spam Legislation your consent is not required for messages for the sole purpose of inquiries or applications related to our business, quotes or estimates for our services, confirming transactions between you and CEM or information related solely to an employment relationship. For further clarification on Canadian Anti-Spam Legislation, please visit:

<sup>i1</sup> *An Act to Promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act, S.C. 2010, c. 23*