

# **MAKING CHANGE PRIVACY POLICY (Updated May 2020)**

## **Email sending policy**

Making Change email subscribers are active Making Change merchants, consumers or citizens who have indicated their interest to us by sending their email through the website, by phone or by email. The list of email addresses of subscribers to Making Change electronic mailings will never be rented or sold, whether in whole or in part, unless your prior consent has been obtained to this effect.

## **Privacy statement - Scope and application**

We work to protect the privacy of your personal information. Since we obtain information about you through our services, including the Making Change website and Making Change Facebook page, we believe it is important that you understand how we collect and use that information. This Privacy Statement (the "Policy") summarizes our privacy practices.

If you do not accept this policy, please do not use our website. Making Change reserves the right to change this policy at any time without notice. The updated version of the policy is available on our website and its effective date is indicated there. If changes are made to the policy that will materially change the privacy risk, you will be notified by means of a notice on the home page of our website. If you continue to use our website after such changes take effect, you will be deemed to have accepted those changes. We recommend that you consult this policy regularly.

## **Personal information collected**

Making Change collects personal information about you that you voluntarily provide when you use our services, including, but not limited to, when you access our website (collectively "Services"), including when you fill out a form on our website, whether you send us an email or communicate with Making Change by phone, or, in the case of information collected for the purpose of emailing, in accordance with our Emailing Policy (above). This information may include your name, email address, telephone number, mailing address, contact information and any information that you have provided to us in a declarative manner.

When you access our website, we may collect information regarding your use of our services in accordance with this policy. This information may include your IP address, the type of device and the operating system you use to access our website, your browsing behavior on our

website, including where and when you visited our website and the functionalities used or the sections consulted.

### **Use of your personal information**

We only use personal information that is necessary to fulfill the purposes that are set out in this policy or otherwise disclosed at the time of collection. We use your personal information to properly process your requests and to present you with the information and information you wish to view. We also use any information you voluntarily provide to us in order to provide you with our products and services adequately. We may also use the information we have collected to add personalized elements to our services or to plan their content more appropriately, according to the interest of the users. Making Change and its partners may also use your information for the purpose of presenting you online or otherwise with content likely to interest you, within the limits permitted by applicable laws.

In accordance with our e-mail Policy, we may use your personal information to send you promotional or informational e-mails regarding activities or news from Making Change and its partners, always mindful of providing you with the best service possible.

### **Disclosure of your personal information**

Making Change authorized personnel may access personal information collected about you when it is necessary for the performance of their service functions and in accordance with the purposes set out in this policy.

### **Cookies and conversion pixels**

We use an element of your browser called "cookie" to recognize your computer. We can also use conversion pixels. A "cookie" is a small data file that is written to your hard drive when you visit a website. A "persistent cookie" remains stored until it is erased or until the expiration date set in advance. Rather, a "temporary cookie" remains in the RAM of your computer and disappears at the end of the session. A conversion pixel is a small code inserted into our website that allows us to compile statistical data on the usage habits of our site, in particular to know how many clicks were recorded on a given link, ad or area.

Some of the cookies we use collect information about your use of our website and allow us to improve how it works, which pages are used the most and the effectiveness of the advertisements displayed there. Other cookies facilitate your navigation on the site by collecting, for example, the preferences you have selected and your location. We also use cookies and conversion pixels for marketing purposes (they allow us to display targeted advertisements according to your areas of interest based on your use of our website) and to perform market analysis and campaign efficiency measures. The data collected through cookies and conversion

pixels may be used by Making Change, its service providers or its partners, in accordance with this policy.

If you configure your browser to warn you before accepting cookies, you will receive a warning message for each cookie. You can deactivate or delete cookies by configuring your browser for this purpose. However, if you disable or delete cookies, some portions of the functionality or the website may not function properly.

### **Storage and security of your personal information**

We keep personal information collected in accordance with these only for the time necessary to achieve the purposes for which it was collected. After this period, we ensure their anonymity and ensure their protection against unauthorized access or communication.

We keep your file ourselves. In addition, we take and apply adequate security measures to keep your information private or confidential.

### **General information and how to exercise your rights**

You have the right to know the purpose of the collection and processing by the Making Change website of personal information concerning you, as well as the right to access this information, to update it or to correct it. You can withdraw your consent to the use and retention of your personal information by Making Change at any time, request the erasure of your personal information or object to its processing by Making Change. In such a case, however, you may no longer be able to access, in whole or in part, our services or some of their functionality. You also have the right to the portability of your personal information.

To exercise the rights described above or if you have any questions or comments regarding this policy, contact us through the CONTACT US form on our homepage.

For more information on the protection of personal information on the Internet, visit the websites of the [Information and Privacy Commissioner of Ontario](#) and the [Office of the Privacy Commissioner of Canada](#).

### **Hyperlinks**

When you click on a link and leave the Making Change virtual space, the information exchanged from that moment on is no longer subject to Making Change's privacy policies, but to those of the private redirect site. We invite you, as a precaution, to read the privacy policy of the site in question.

