

MEDIA HEADQUARTERS FILM & TELEVISION INC. PRIVACY POLICY

INTRODUCTION

Media Headquarters Film & Television Inc. and/or its related, associated, affiliated, successor and subsidiary entities, (collectively, “**MHQ**”, “**we**”, “**us**” and “**our**”) are committed to maintaining the accuracy, confidentiality and privacy of your personal information. This Privacy Policy (the “**Policy**”) governs the collection, use and disclosure of your personal information in any communication or interaction you may have with us, whether it be in-person, over the telephone, in writing, or electronic.

MHQ complies with all of the requirements of Canada’s privacy legislation, the *Personal Information Protection and Electronic Documents Act* and substantially similar provincial legislation. By submitting your personal information, and using MHQ’s services or website and related pages (the “**Site**”), you accept this Policy and consent to its terms and as otherwise described to you at the time of collection of your personal information. If you do not agree to the terms of this Policy, please do not use the Site.

POLICY CHANGES

Please read this policy carefully to understand our policies and practices for collecting, processing, and storing your information. If you do not agree with our policies and practices, your choice is not to use our Site. By accessing or using this Site, you indicate that you understand, accept, and consent to the practices described in this Policy. This Policy may be modified, revised or updated at MHQ’s discretion, at any time, without notice to you. Please check back from time to time for such amendments. By continuing to view, browse or use the Site following any such modification or revision, you agree to be bound by such modification or revision.

HOW IS PERSONAL INFORMATION DEFINED?

Privacy laws in Canada generally define “**personal information**” as any information about an identifiable individual which includes information that can be used on its own or with other information to identify, contact or locate a single person. Publicly available information, such as business contact information or a public directory listing of your name, address, telephone number or information that is aggregated and not associated with a specific individual, including demographic information and statistics, is not considered personal information.

WHAT PERSONAL INFORMATION WILL MHQ COLLECT?

We will only request personal information from you that is necessary to establish, manage and maintain our relationship with you, including information, that we can reasonably use to directly or indirectly identify you, such as your name, mailing address, e-mail address, telephone number, Internet protocol (IP) address used to connect your computer to the Internet, user name or other similar identifier, and any other identifier we may use to contact you online or offline (“**personal information**:).

WHAT NON-PERSONAL INFORMATION WILL MHQ COLLECT?

- **Cookies**, When you view the Site, we collect and store some information on your computer. This information will be stored in a “Cookie,” which is a file created on your computer’s hard drive, and will help us in many ways. For example, Cookies allow us to tailor the Site to better match your interests and preferences. With most Internet browsers, you can erase Cookies from your computer hard drive, block the creation of Cookies, or receive a warning before a Cookie is stored, although doing so may affect your use of the Site and your ability to access certain features of the Site. Please refer to your browser instructions or the help section of your browser to learn more about these functions.
- **Non-personal information**, that does not directly or indirectly reveal your identity or directly relate to an identified individual, such as, demographic information, or statistical or aggregated information. Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal information. For example, we may aggregate personal information to calculate the percentage of users accessing a specific Site feature.
- **Technical information**, including your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, or information about your internet connection, the equipment you use to access our Site, and usage details.
- **Non-personal details about your Website interactions**, including the full Uniform Resource Locators (URLs), clickstream to, through and from our Site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, or any phone number used to call our customer service number.

Other Technologies, Our Site may use Web beacon, gif or other technologies. When you access certain of our web pages, a non-identifiable notice of that visit is generated which may be processed by us. These technologies usually work in conjunction with cookies. If you don’t want your cookie information to be associated with your visits to these pages, you can set your browser to turn off cookies. If you turn off cookies, Web beacon technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.

HOW WILL MHQ COLLECT INFORMATION ABOUT YOU?

We use different methods to collect your information, including through:

- Direct interactions with you when you provide it to us, for example, by filling in forms or corresponding with us by phone, email or otherwise.
- User contributions. You may also provide information for us to publish or display on public Site areas or transmit to other Site user or third parties.
- Automated technologies or interactions, as you navigate through our Site. Information collected automatically may include usage details, IP addresses, and information collected through cookies.
- Third parties or publicly available sources, for example, our broadcasters.

HOW WILL MHQ USE THE INFORMATION WE COLLECT?

MHQ collects and discloses your personal information for the following purposes:

- to present out Site and its contents to you;
- to make casting suitability decisions (including, for example, to pitch you to a broadcaster or producing partner as a potential participant on a program; to determine your suitability to move through the various stages of the casting process);
- to be incorporated into our television programs (including, for example, in participant “bio packs” or “banter”);
- to contact and correspond with you (including materials and other mailings about productions or projects that might be of interest to you);
- to respond to your communications and requests;
- if you enter a contest or other promotion offered by MHQ, we may, under the rules of the promotion, use your name and certain other information to administer the promotion, such as contacting, announcing and promoting the winners of the promotion;
- to fulfill the purposes for which you provided the information or that were described when it was collected, or any other purpose for which you provide it;
- to meet legal, regulatory, audit, security and financial requirements under federal and provincial regulations;
- to improve our Site, products or services, marketing, or customer relationships and experiences;
- to maintain business records for reasonable periods of time;
- to conduct market research and gather demographic and statistical information about our users, for managing our business;
- in any other way we may describe when you provide the information; and

for any other purpose with your consent.

DISCLOSURE OF PERSONAL INFORMATION

We may disclose personal information that we collect or you provide as described in this privacy policy:

- to our subsidiaries and affiliates;
- in accordance with applicable law, to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of MHQ's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by MHQ about our customers and users is among the assets transferred;
- to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Site improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy;
- to fulfill the purpose for which you provide it;
- for any other purpose disclosed by us when you provide the information; and
- with your consent.

We may also disclose your personal information:

- to comply with any court order, law, or legal process, including to respond to any government or regulatory request, in accordance with applicable law;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of MHQ, our customers, or others.

TRANSFERRING OF PERSONAL INFORMATION

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Site improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy.

We may process, store, and transfer your personal information in and to a foreign country, with different privacy laws that may or may not be as comprehensive as Canadian law. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country. Whenever we engage a service provider, we require that its privacy and security standards adhere to this policy and applicable Canadian privacy legislation.

CONSENT

By providing us with your personal information, you consent to our using your personal information for the purposes set forth above. Other than as required by law, your personal information will not be used for any other purpose without your consent. You can at any time withdraw consent to receive further information or correspondence from us by contacting our Chief Privacy Officer at the address set forth below. Please note that if you withdraw your consent we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

SECURITY

The security of your personal information is very important to us. We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Site. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

DATA RETENTION

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

LINKS TO OTHER SITES

The Site may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. If you follow a link to a third-party website or engage a third-party plugin, please note that these third parties have their own privacy policies and we do not accept any responsibility or liability for these policies. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

CHILDREN UNDER THE AGE OF 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any [personal] information to [or on] the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not [use or provide any information on this Website or on or through any of its features/register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use]. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we

will delete that information. If you believe we might have any information from or about a child under 13, please contact us at the address set out below under “How to Access Your Personal Information”.

HOW TO CORRECT YOUR PERSONAL INFORMATION

MHQ wants to ensure that information about you is accurate, complete and current. Please inform MHQ of any change of name, address or other information. In addition, you have the right to access the personal information that MHQ has collected, stored, and disclosed about you, subject to any legal restrictions. If there are errors in the information in your files, you may request that it be changed. If we have disclosed inaccurate information about you to a third party, we will be pleased to contact the third party in order to advise them of the error.

In order to access this information, you must put your request in writing to the individual referred to below.

HOW TO ACCESS YOUR PERSONAL INFORMATION

If you have any questions, concerns or would like more information about the collection, use or disclosure of your personal information by MHQ, or if you simply want to know whether we have any of your personal information on file, you may contact our Chief Privacy Officer at the following address:

e-mail: privacy@mediahqs.ca

mail: Chief Privacy Officer
284 College Street, 2nd Fl.
Toronto, ON M5T 1R9

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

CHANGES TO OUR PRIVACY POLICY

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Site home page. We include the date the privacy policy was last revised at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Site and this privacy policy to check for any changes.

Date: June 2019