

Mezu App Canada Waitlist Privacy Policy

This Privacy Policy (the “**Policy**”) explains how information about you as an identifiable individual (“**personal information**”) is collected, used and disclosed by Mezu Canada, Inc. (“**Company**,” “**we**” or “**us**”) in connection with the www.getmezu.ca website (the “**Website**”). The Policy also may describe some of our practices for information that we collect or obtain that does not identify you. By accessing the Website, you indicate that you have read, understood and agree to our collection, storage, use and disclosure of your information as described in this Policy; if you do not agree to this Policy, you should discontinue your use of the Website.

1. **Information We Collect, and How We Collect It.**

We collect information, including, but not limited to personal information, in connection with your visits to our Website. This collection includes information that you provide in connection with the App, information we may receive about you from third parties, and information that is collected automatically such as through the use of cookies and other technologies. The categories of information we collect can include:

A. **Information That You Provide Directly**

Registration Information. We collect personal information that you provide when you enroll through the Website. This information may include your full name, phone number and email.

Inquiries and Feedback. If you contact us, we will collect the information that you provide us, such as your contact information and the contents of your communication with us.

B. **Information That You Permit Us To Collect**

Location Information. We may collect location data through GPS, WiFi, or wireless network triangulation in order to obtain your location for the purposes of making the Website or services available to you. You may be able to control the collection of location data through your device settings.

We use this information to analyze aggregate trends and metrics.

C. **Information That Is Automatically Collected (Cookies and Other Tracking Technologies)**

Like most websites and online services, we and our third party partners automatically collect certain types of usage information when you visit our website, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including cookies, web beacons, Flash cookies (locally stored objects), embedded scripts, location-identifying technologies, and similar technology (collectively, “tracking technologies”). These tracking technologies collect information about how you use the website (e.g., the pages you view, the links you click, and other actions you take on the website), information about your browser and online usage patterns (e.g., IP address, browser type, browser language, referring / exit pages and URLs, pages viewed, whether you opened an email , links clicked), and information about the device(s) you use to access the website (e.g., device identifier, carrier, device type, model and manufacturer, device operating system brand and model, and depending on your device settings, your geographical location data (which could include GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your device), or we may be able to approximate a device’s location by analyzing other information, like an IP address. We, or our third party partners, may link your various devices so that content you see on one device can result in relevant advertising and content displayed on another device, and so that we may recognize and contact you on the various devices you may use. We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the website. Although we do our best to honor the privacy preferences of our visitors, we are not able to respond to Do Not Track signals from your browser at this time.

We use or may use the data collected through tracking technologies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the site; (b) provide custom, personalized content and information, including targeted content and advertising; (c) recognize and/or contact you across multiple devices; (d) provide and monitor the effectiveness of our website; (e) monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns on our website; (f) diagnose or fix technology problems; and (g) otherwise to plan for and enhance our website.

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using the website, as some features and services on our website may not work properly. Depending on your device and operating system, you may not be able to delete or block all cookies. You may also set your e-mail options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our e-mail and performed certain functions with it. Deleting cookies does not delete Local Storage Objects (LSOs) such as Flash objects and HTML5. You can learn more about Flash objects - including how to manage privacy and storage settings for Flash cookies – on Adobe’s website or by clicking [here](#). If you choose to delete Flash objects from our sites, then you may not be able to access and use all or part of the sites or benefit from the information and services offered.

We and our third party partners may also use cookies and tracking technologies for advertising purposes. For more information about tracking technologies, please see “Third Party Tracking and Online Advertising” below.

2. How We Use Information.

We collect, use, process, combine, retain and store personal information that we collect or receive as follows:

- For our business activities, including to notify you about our services, validate or authenticate your information;
- To communicate with you and respond to your requests, such as to send you a text message, to respond to your questions and inquiries, and contact you about our services;
- For our own marketing and advertising purposes, such as to market to you or offer you our special offers;
- To enforce this Policy or the Terms of Service, to resolve disputes, and otherwise to carry out our obligations and enforce our rights, protect against fraud, and to protect our business interests and the interests and rights of third parties;
- To comply with contractual, legal and regulatory obligations and requirements; and
- For any other lawful purpose, or other purpose that you consent to.

We also may use de-identified information, or aggregate information, for the purposes noted above or for any other purpose in our discretion.

Mezu will not sell, trade, share nor provide access to any of your personal information or any de-identified information collected by Mezu, for any purpose whatsoever, except as described in this privacy policy, required by applicable law or as required to provide you our services and to manage and mitigate risk to protect the Mezu user community.

3. Sharing of Information.

We may transmit, disclose, grant access to, make available, and provide personal information to third parties, including:

- Third-party vendors and other service providers that perform services on our behalf, as needed to carry out their work for us, which may include fraud detection, identifying and serving targeted advertisements and providing analytics services.
- To other parties in connection with a company transaction, such as a merger, sale of company assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business by another company or third party, or in the event of a bankruptcy or related or similar proceedings;
- To third parties as required by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Service or to protect the security or integrity of our website; and/or (c) to exercise or protect the rights, property, or personal safety of Mezu, our visitors, or others; and
- To other third parties with your consent or upon your consent;

We will limit sharing of your information in accordance with the choices you have provided us in response to our Privacy Notice.

4. Control Over Your Information

Accessing, modifying or deleting your information. If you would like to request access to, or request correction or deletion of personal information, or if you want to remove your name or comments from our website, you may send your request to us at care@mezu.com. We may not be able to provide access, modify or delete your information in all circumstances. If you have any questions about reviewing, modifying, or deleting your information, you can contact us directly at care@mezu.com.

How to control your communications preferences. You can stop receiving promotional email or SMS text communications from us by clicking on the “unsubscribe link” or replying “Stop” as provided in such communications. We make every effort to promptly process all unsubscribe and Stop requests. You may not opt out of service-related communications (e.g., changes/updates to features of the Website or our services, technical and security notices).

5. Social Media and Third Party Tracking.

We do not share, nor do we permit third party online advertising networks, social media companies and other third-party services that we partner with, to collect information about your use of our website. We do not share your information with third parties for their marketing purposes or for the marketing purposes of others.

We may share information collected through tracking technologies as defined above in section 1.C of this Policy. However, this information is shared only for purposes of Mezu’s own analytics and related marketing initiatives and is not to be used by third parties in furtherance of any separate marketing. As noted above, depending on your browser or device, you may be able to manage your settings to delete or notify you of cookies and other tracking technology.

6. How We Store and Protect Your Information.

Data storage and transfer. Your information collected through the App is maintained on our servers or those of our affiliates or service providers and may be stored and processed in Canada, the United States or any other country in which our Company or service providers maintain facilities. Our authorized employees, representatives and agents will have access to your personal information for the purposes described in this privacy policy.

Keeping your information safe. We care about the security of your information and employ physical, administrative, and technological safeguards designed to preserve the integrity and security of all information collected through our our Website. However, no security system is impenetrable, and we cannot guarantee the

security of our systems 100%. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and, where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

You should also use reasonable efforts to help maintain the safety and security of your personal information and should not provide others the details you have provided to us.

7. Data Retention.

We tend to keep personal and transactional information for as long as we deem it necessary for our business purposes, or as otherwise required to provide you our services, comply with your requests, or comply with applicable law.

8. Information from Children.

Our services will not be made available to persons under the age of 18. As such, the Website is not directed to anyone under the age of 18, and we do not knowingly collect personal information from underage children. In the event that we learn that we have inadvertently collected personal information from a child under the age of 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under 13, please contact us immediately at care@mezu.com.

9. Third Party Websites.

The website may contain links to and from third party websites of our business partners, advertisers, and social media sites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for their policies. We strongly recommend that you read their privacy policies and terms and conditions of use to understand how they collect, use, and share information. We are not responsible for the privacy practices or the content on the websites of third-party sites.

10. Updates to This Policy.

We may modify or update this Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. When we do so, we will update the “Last Revision Date” at the end of the Policy. Your continued use of the website after an updated Policy is posted constitutes your consent to the revised Policy. If you object to any changes, you may request to close your account.

11. Contacting Us.

If you have questions about this Policy or our privacy practices, please contact our Privacy Officer at care@mezu.com or by telephone at 1-844-573-3265

12. Last Revision Date.

This Policy was last revised on December 3, 2019.