

# PRIVACY POLICY

## 1. Who We Are

We are 360incentives.com Canada Inc. as well as our family of affiliated companies, including 360incentives.com USA, Inc., and 360incentives.com UK Limited (collectively referred to herein as “360insights,” “we,” “us,” or “our”).

## 2. Purpose of This Privacy Policy

We provide rebate, SPIFF, volume incentive, MDF/Co-Op, sell through processing services, and channel analytics (the “Services”) for our manufacturing and distributorship clients (“Partners”). This Privacy Policy explains how we handle your Personal Information, including how we collect it, use it, and share it with others, in the course or fulfilling our obligations to our Partners. Having reviewed this Privacy Policy, or having been given the opportunity to do so, and by clicking on the “Continue” icon of the pop-up that opens when you enter this site (the “Site”), you expressly consent to the terms and conditions of this Privacy Policy and to the Terms and Conditions governing use of the Site. If you have questions, comments or concerns about our Privacy Policy or the Terms and Conditions, please contact us at [privacy@360insights.com](mailto:privacy@360insights.com).

## 3. If You Elect Not to Provide Personal Information

You may choose not to provide us with your Personal Information. However, if you choose not to provide your Personal Information, you will not be able to create an account on this Site, and hence you will be unable to apply for and receive any form of rebate or incentive from our Partners. In some cases, a rebate or incentive may be available by obtaining a mail in form from one of our Partners.

## 4. What Is Personal Information?

Personal Information includes: your name, address, telephone number, email address, credit card information, postal/zip code, town or city, and gender; click through activity, product preferences or instructions; information about your computer and about your visits to and use of this website, such as your IP address, geographical location, browser type, operating system, referral source, length of visit and number of page views; information that you provide to us for the purpose of registering with us (including your name, email address, telephone number, postal address, and company details); information relating to any transactions carried out between you and us or the manufacturers and distributors whom we represent including information relating to any purchases you make; information that you provide to us for the purpose of

obtaining the Services, health and financial information, email notifications and/or newsletters; and, any other information that you choose to send to us.

## **5. Anonymized Data**

We may create de-identified or anonymized data from Personal Information by excluding data components (such as your name, email address or linkable tracking ID) that makes the data personally identifiable to you, through pseudonymization, or through other means. Use of anonymized and de-identified data is not subject to this Privacy Policy.

## **6. Why We Collect Personal Information**

We collect Personal Information in order to facilitate the Services that are offered through the Site, including administration of rebates to customers and sales incentives to employees and agents of the manufacturers and distributors whom we represent, and the proper registration of product warranties. We may also put Personal Information to other uses, which may include communicating information and offers to you; to better understand, analyze, and respond to your needs and preferences; and to subsequently develop, enhance, and/or provide products and services to meet those needs and preferences.

We also keep track of your product preferences and instructions and analyze that information. In addition to providing the Services to you, we may use Personal Information to enter you into a contest, speed-up the process of registering a subsequent purchase, or to respond by email to an inquiry that you posted online. Your Personal Information may also be used by us to contact you regarding other products or services which may be of interest to you (including those that our manufacturers or distributors may offer), and for our manufacturers or distributors customer appreciation programs. You may also be provided with an option to provide Personal Information to permit one of our Partners to fulfil warranty obligations, or to notify you of a safety recall relative to a particular product. Your Personal Information may be combined with other Personal Information collected by us to provide aggregate statistical information about customers' service usage preferences.

Your Personal Information may be passed on to a third party in the event of a transfer of ownership or assets, or a bankruptcy, of 360insights or any of its affiliates or distributors. 360insights or any of its affiliates or distributors may also disclose your Personal Information to one or more of their respective subsidiary and parent companies and businesses, and other affiliated legal entities and businesses who are under common corporate control. However, all of the parent, subsidiary and affiliated legal entities and businesses of 360insights that receive your Personal Information

will comply with the terms of this Privacy Policy with respect to their use and disclosure of such Personal Information. 360insights itself assumes no responsibility or liability for the privacy practices of our manufacturers or distributors in their handling of your Personal Information they collect from you online or offline.

## **7. How We Collect Personal Information**

### **(a) When you register for an account or interact with our Services.**

We collect Personal Information when you access a Site or seek to access the Services, including when you register with us. We use this Personal Information to create your account, enable your activity within our Services, and to provide the Services generally, including to develop, enhance, and improve our Services and your experience. We also use this data for internal purposes related to certain research, analytics, innovation, testing, monitoring, customer communication, risk management, and administrative purposes.

### **(b) When you communicate with us or sign up for promotional materials**

We collect Personal Information when you communicate with us or sign up to receive promotional materials or information via email, push notifications, or text messages - including email address, mobile number, WeChat ID, etc.

If you consent to such messages, we may use your Personal Information and other information to communicate with you about the products of our Partners; provide you with promotional messages and personalized advertising; to notify you of other products; to notify you of contests, challenges, sweepstakes, and other promotions; to notify you of Services we think may be of interest to you; and, for other marketing purposes.

Please note that regardless of your email settings, we may send you notifications pertaining to the performance of our Services, such as revision of our Terms or this Privacy Policy or other formal communications relating to the processing of your rebate claim.

We may use your Personal Information to respond to your requests for technical support, online services, information regarding your claim, or to any other communication you initiate. This includes accessing your account to address technical support requests. We may also use your Personal Information to address your requests, enquiries, and complaints.

### **(c) When you engage with our online communities or advertising.**

We may collect your Personal Information when you engage with our online communities. This includes when you click on advertisements, interact with our social media pages, submit content, leave reviews, or otherwise enter information into comment fields, blogs, message boards, events, and other community forums sponsored by or affiliated with 360insights.

**(d) When you connect with us through social media.**

You may choose to enable, log into, or sign on to the Services through various social media or social networking services, such as Facebook, WeChat, or Twitter ("Social Media"). When you connect using your Social Media accounts, we may collect Personal Information that you have provided to that Social Media. For example, when you log in with your Facebook credentials, with your consent, we may collect Personal Information from your Facebook profile that is permitted under Facebook's Terms of Use - such as your email address, profile picture, and friend list. We use this data to provide, enhance, and personalize the Services (e.g., to help connect you with or suggest friends within our Services). If you do not want to provide us with this data, you need to adjust the privacy settings on your Social Media account.

**(e) When we leverage and/or collect cookies, device IDs, Location, data from the environment, and other tracking technologies.**

We may collect certain Personal Information using cookies and other technologies such as web beacons, device IDs, and IP addresses. We specifically use browser cookies for different purposes, including cookies that are strictly necessary for functionality and cookies that are used for personalization, performance/analytics, and advertising. Our Cookie and Device Identifiers section contains more information and options to control or opt-out of certain data collection or uses.

## **8. Sharing of Personal Information**

Your Personal Information has been collected by us in connection with purchases made by you of the products or services of the manufacturers or distributors for whom we provide our rebate and salesperson incentive programs, and for the other uses described in the Why We Collect Personal Information section above. By providing your Personal Information to us, you are consenting to our sharing that information with the manufacturer or distributor from whom you purchased a product or service. That manufacturer or distributor may use your personal information for the same purposes as we do.

We will not otherwise share your Personal Information, except: to third parties performing functions on our behalf (such as analyzing data, providing marketing

assistance, providing search results and links, processing credit card and other payments, and providing customer service); where we are required by law to disclose Personal Information; in connection with any legal proceedings or prospective legal proceedings; in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and, to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling, we will require any person or entity to whom we provide your Personal Information to agree to comply with our then current Privacy Policy. We will take reasonable commercial efforts to ensure that they comply with our Privacy Policy, however we will have no liability to you if any such person or entity fails to do so.

## **9. International Data Transfers**

360insights is a global organization and provides Service in a variety of jurisdictions. Sharing data cross-border is essential to the Services so that you receive the same high-quality service wherever you are in the world. As a result, we will, subject to law, transfer Personal Information collected in connection with the Services, to entities in countries where data protection standards may differ from those in the country where you reside. By accessing the Site and utilizing the Services, you understand and consent to our transfer of your Personal Information globally. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries will be entitled to access your Personal Information.

## **10. Consent**

We try to ensure that you understand how we use your Personal Information. One of the ways this is done is by obtaining your consent. Consent may be either express or implied. Express consent is given when we specifically ask you if it is acceptable to you that we gather certain information and you explicitly agree that it is. Implied consent occurs when you provide information that may be Personal Information without objection. As we obtain only the information necessary to assist you with the transaction you require, we operate under the understanding that you have agreed to provide us with this Personal Information voluntarily and with knowledge of this Policy whenever you do so.

## **11. Withdrawal of Consent**

Except as required by law, we will not use or disclose your Personal Information for any purpose for which you refuse us consent or later withdraw your consent. You may at any time withdraw your consent with future effect and without affecting the

lawfulness of processing of your Personal Information based on the consent you provided before you withdrew it. If you withdraw consent, you agree that in spite of this withdrawal we may continue to use the Personal Information previously provided to us to the extent that we are contractually obligated to do so and to the extent necessary to enforce any contractual obligations you may have to 360insights. You also understand that although you can use our site for some purposes without providing us with any Personal Information, we need Personal Information about you for some Services, including those that require payment or involve an ongoing relationship with 360insights or our Partners. If you refuse to provide us with the Personal Information we require or later withdraw your consent to use and disclose this information, we may no longer be able to provide you with the Services.

## **12. Cookies and Device Identifiers**

This Site uses “cookies” and device identifiers to help personalise your online experience with us. A cookie is a small text file that is stored on your computer to help us make your visit to our site more “user-friendly”. Cookies provide us with information about your use of the Site that can help us improve the Site and your experience with it. Any Personal Information collected about you through cookies will be treated in accordance with this Privacy Policy. If you have set your browser to warn you before accepting cookies, you should receive a warning message with each cookie. You may refuse cookies by turning them off in your browser, however you should be aware that our site like most other popular sites may not work well with “cookies disabled.” A device identifier is a unique label can be used to identify a mobile device. Device identifiers may be used to track, analyze and improve the performance of the Site and the Services.

## **13. Site Usage Information**

Like most websites, this Site gathers traffic patterns, site usage information and other aggregated data in order to evaluate our visitors’ preferences and the effectiveness of our Site. This aggregate usage data does not identify you individually. We may share anonymous, aggregated statistics about visitors to our Site with others outside our company, or we may allow third-parties to collect aggregate data through our Site.

## **14. Access**

We will advise you on request about what Personal Information about you that we have collected, as well as how it has or will be used. If you provide a written request for this information, we will provide it to you within a reasonable time following confirmation of your identity and may, if you are not a European Economic Area resident, charge a reasonable cost (e.g. photocopying and mail charges) to the

individual making the request. We will inform you whether or not we hold Personal Information about you and, when possible, the source of the Personal Information, its use, and any parties to whom it may have been disclosed. You may be required to provide sufficient proof of your identity at this time to ensure the safety and security of the Personal Information we hold and that it is provided to individuals in accordance with this Policy. We reserve the right to decline to provide access to Personal Information where the information requested: would disclose Personal Information of another individual or of a deceased individual; is subject to legal privilege; is personal health information that was not provided to us directly by the individual requesting access; is not readily retrievable and the burden or cost of providing would be disproportionate to the nature or value of the information; does not exist, is not held, or cannot be found by us; could reasonably result in serious emotional harm to the individual or another individual, or serious bodily harm to another individual; or, may harm or interfere with law enforcement activities and other investigative or regulatory functions of a body authorized by statute to perform such functions. We will not respond to repetitious or vexatious requests for access.

## **15. Updating or Correcting Your Information**

You may in most cases correct or update your Personal Information by accessing your Account directly, or by instructing us to do so on your behalf.

## **16. Security and Retention**

We operate secure data networks protected by industry standard firewall and password protected systems, and maintain physical, encryption, electronic and procedural safeguards to guard the integrity and privacy of these servers and of your Personal Information. Although we cannot guarantee that there will never be a security problem, we and our agents that have access to your information carefully guard against the loss, misuse or alteration of the information we collect on our Site.

We will retain your Personal Information for as long as your account is active or as needed to provide Services to you. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **17. Delete Account / Withdraw Processing Consent**

You are free to withdraw your account consent for 360insights to process your Personal Information by sending an email to [privacy@360insights.com](mailto:privacy@360insights.com) or by writing to us at 360insights, 300 King St., Whitby ON L1N 4Z4, Attention: Chief Privacy Officer

## **18. Residents of the European Economic Area**

In order to comply with the requirements of the European General Data Protection Regulation (GDPR) for our European consumers and users, this Privacy Policy outlines the legal basis on which we process your Personal Information and provides other information required by the GDPR.

In addition to the common rights granted to all users of the Site who provide us with Personal Information, the GDPR provides the following additional rights to residents of the European Economic Area:

**Right to erasure (Art. 17 GDPR):** You have the right to ask us to delete your Personal Information, as permitted by law.

**Right to restriction of processing (Art. 18 GDPR):** You have the right to request the limiting of our processing under limited circumstances.

**Right to data portability (Art. 20 GDPR):** You have the right to receive the Personal Information that you have provided to us, in a structured, commonly used and machine-readable format, and you have the right to transmit that information to another controller, including to have it transmitted directly, where technically feasible.

**Right to object (Art. 21 GDPR):** You have the right to object to our processing of your Personal Information, as permitted by law.

**Right to lodge a complaint before the Data Protection Authority (Art.77 GDPR):** We encourage you to contact us directly and allow us to work with you to address your concerns. Nevertheless, you have the right to lodge a complaint with a competent data protection supervisory authority, in particular in the EU Member State where you reside, work or the place of the alleged infringement. You have the right to do so if you consider that the processing of Personal Information relating to you infringes applicable data protection laws.

## **19. Privacy Shield Statements**

360incentives.com USA, Inc. is self-certified under the EU-U.S. Privacy Shield Framework ("Privacy Shield") regarding the collection, use, and retention of Personal Information from European Union member states.

For EU Personal Information received in the United States under the Privacy Shield, we certify that it adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation,

Access, and Recourse, Enforcement and Liability. If there is any conflict between the standards of this Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles govern. To learn more about the Privacy Shield program, please visit the US Department of Commerce Privacy Shield website.

Under the Onward Transfer Principle, we may remain liable for the processing of European Personal Information that we transfer to our third party agents or service providers. In some instances, we may also be required to disclose Personal Information to comply with valid requests from public authorities, including for national security or law enforcement purposes.

In compliance with the Privacy Shield, we commit to resolve your complaints concerning data privacy and our collection or use of your Personal Information. We welcome you to bring any concerns directly to us. Eligible unresolved privacy complaints related to violations of the Privacy Shield Principles can be reported to the JAMS Mediation, Arbitration and ADR Services (“JAMS”), an alternative dispute resolution provider located in the United States. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed by us, please visit <https://www.jamsadr.com/eu-us-privacy-shield> for information on how to file a complaint with JAMS.

Note that if your complaint is not resolved through either a direct interaction with us, or JAMS, under limited circumstances, a binding arbitration option may be available before a Privacy Shield Panel.

For the purposes of enforcing compliance with the Privacy Shield, 360incentives.com USA, Inc. is subject to the investigatory and enforcement powers of the United States Federal Trade Commission.

## **20. Marketing communications**

Where we are legally required to do so, we ask you for your prior consent before providing you with promotional materials or information (referred to as “Commercial Electronic Messages, or “CEM”s). You may revoke your consent to the receipt of CEMs at any time. This will not affect the processing of your Personal Information in relation to any rebate or incentive claim submitted to us on behalf of any of our manufacturer or distributor clients.

## **21. Changes to this Privacy Policy**

In order to enhance our Services, it might be necessary to change this Privacy Policy from time to time. We therefore reserve the right to modify this Privacy Policy in

accordance with the applicable data protection laws. Please visit our Website from time to time for information on updates to this Privacy Policy.

## **22. Governing Law**

360insights controls and operates this Site in Canada. Our online privacy practices are governed by the laws of Canada and Ontario, which may differ from privacy laws in your province, state or home country. By submitting your Personal Information to this Site or to a 360insights manufacturer or distributor, you consent to the transfer of your Personal Information to any country and its use and disclosure in accordance with Canadian federal and Ontario provincial law and with this Privacy Policy.

## **23. For More Information or Assistance**

If you have any questions regarding this Privacy Policy or the privacy practices of 360insights or its affiliates, or if you require assistance to withdraw your consent to our processing of your Personal Information or wish to request that your Personal Information be deleted, please contact us by sending an email to [privacy@360insights.com](mailto:privacy@360insights.com) or writing to us at 360insights, 300 King St., Whitby ON L1N 4Z4, Attention: Chief Privacy Officer.