

## **49 Bespoke Inc. Terms and Conditions of Use**

### **OUR PRIVACY COMMITMENTS**

49 Bespoke Inc., respects the privacy of everyone who visits our web sites and interactive advertisements. This Privacy Statement outlines the information 49 Bespoke Inc., may collect and how we may use that information.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described herein only apply insofar as permitted by the applicable standards, laws and requirements and as limited by web site or the interactive banner you are visiting, and the policies of others that may provide services to 49 Bespoke Inc., from time to time.

### **INFORMATION COLLECTED AND HOW WE USE IT**

49 Bespoke Inc., primary goal in collecting personal information from you is to give you a meaningful, enjoyable and customized experience while using our web sites and interactive banner ads, and to allow us to develop new products and services which are relevant to consumers like you. Personal information also allows us to provide services and features that most likely meet your needs, and to customize our service to make your online experience smooth and efficient.

Personal information received from you online will only be used for internal marketing purposes, except as otherwise required by law or as 49 Bespoke Inc., discloses to you when the information is collected.

### **PERSONAL INFORMATION**

When you visit 49 Bespoke Inc., web sites or interactive advertisements, we will not collect any personal information about you (including but not limited to your name, address, telephone number, email address, and credit card number if you place an order with us) unless you provide it to us voluntarily.

If you opt not to provide us with personal information you can still access our web sites; however you may be unable to participate in certain promotions or receive product information offered through 49 Bespoke Inc., web sites or interactive advertisements.

### **AGGREGATE AND STATISTICAL DATA**

49 Bespoke Inc., may collect certain aggregate data called web log information (such as your web browser, operating system, pages visited, etc.) and use cookies when you visit our web pages. For instance, when you visit one of our web sites, our web server may automatically recognize some non-personal information, including but not limited to the date and time you visited our site, the pages you

visited, the referrer (the web site you came from), the type of browser you are using (e.g., Netscape, Fire Fox, Internet Explorer), the type of operating system you are using (e.g., Windows, Linux, Mac), and the domain name and address of your Internet service provider (e.g., America Online, Earthlink).

Neither our cookies nor web beacons nor web log information collects any personal information. They do not contain personal information such as your name or email address.

In some cases we may also collect information about you that you voluntarily submit and which is not personal, such as general statistical information like age, gender, household size, zip/postal code, preferences and interests.

49 Bespoke Inc., does not require visitors to our web sites to provide personal information in order to obtain access to any of our sites. 49 Bespoke Inc., collects personal information (including but not limited to your name, address, telephone number, and email address) from our visitors only on a voluntary basis.

You are in control of the personal information you provide to 49 Bespoke Inc., online.

#### **YOU CAN:**

Ask for a copy of your personal information;

Ask for your personal information to be corrected or updated;

Ask us to remove your personal information from our records;

To do this, please contact us at the e-mail address listed at the bottom of this statement. 49 Bespoke Inc., will use reasonable efforts to provide that information to you.

At some 49 Bespoke Inc., sites you may order product samples, enter contests, vote in polls or otherwise express an opinion, subscribe to one of our services such as newsletters, or participate in one of our online forums or communities. These programs require you to submit some information in order to participate. These programs and the types of information required described in more detail below.

#### **REGISTRATION/SUBSCRIPTIONS/PRODUCT SAMPLES REQUESTS**

To fully use our web sites, visitors may need to register using our online registration forms, where visitors will be required to provide us with their personal information. Visitors may also be asked to select a user ID and password. Further, to register for certain services or become a member of certain communities, we may ask visitors to submit their name, email address, home address, and zip/postal code.

In addition, we ask for country of residence and age so that we can comply with all applicable privacy regulations. You can further make choices about receiving email newsletters and alerts from 49 Bespoke Inc. You can always decide not to receive or stop receiving any email from 49 Bespoke Inc., that you do not want.

## **CONTESTS/SWEEPSTAKES**

49 Bespoke Inc., may run contests, sweepstakes and other promotions on its web sites or through interactive banner ads. These events which may ask you to provide personal information which is needed in order to administer the contest, sweepstakes or promotions and to notify winners.

## **REFERRALS**

Occasionally, visitors will have the opportunity to forward product sampling opportunities or other information on the web site to friends/relatives or to send messages from our web sites or interactive advertisements to friends/relatives. This personal referral information you provide to facilitate this communication is used on a one-time basis and is not further retained by 49 Bespoke Inc., except in circumstances where we obtain consent from the people you have referred to receive communications from us.

## **QUESTIONNAIRES, SURVEYS AND PROFILE DATA**

49 Bespoke Inc., may occasionally ask visitors to complete surveys and opinion polls about their interests, needs, and attitudes. Surveys help us provide better services and products that meet customer needs. Participation is completely voluntary and these surveys are optional.

## **CONSUMER SERVICES AND CONTACT INFORMATION**

If you provide our consumer service representatives with feedback on your experiences with our products/services or otherwise submit questions to our consumer service representatives or webmasters, you will be asked to supply personal information for our record keeping and follow-up.

Employment Information: Personal information you may submit in connection with employment inquiries will be used only for recruitment and future internal consideration. It will be accessible solely by persons responsible for recruitment for 49 Bespoke Inc., entities.

## **HOW WE USE YOUR INFORMATION**

### **a) Personal Information**

We may use your personal information to contact you. For example, we may send you marketing or promotional materials including emails or other information; we may respond to your comments or requests for information; or we may contact you if needed in the course of processing or shipping your order for products or services offered through our web sites. We may also enhance or merge personal information with data obtained from third parties for the same purposes.

We also use personal information about you to improve our marketing and promotional efforts; to statistically analyze site usage; to improve our content and product offerings; and to customize our sites' content, layout and services. We may also use your information to deliver information to you that, in some cases, is targeted to your interests, such as targeted banners, new services and promotions. We believe these uses allow us to improve our site and better tailor it to meet our

visitors' needs. 49 Bespoke Inc., does not collect personal information automatically, but we may combine non personal information collected automatically (e.g., through cookies) with your previously submitted personal information.

49 Bespoke Inc., occasionally sends visitors who have opted-in emails describing new products, promotions or events. These services are optional and you may opt-out of these services completely, at any time. We will only store your personal information for a reasonable period of time.

#### b) Aggregate and Statistical Data

49 Bespoke Inc., uses web log information (such as your web browser, operating system, pages visited, etc.) to help us design our web site, to identify popular features, and for other managerial purposes. However, web logs may be used if necessary to help identify any person attempting to break into or damage our web site. We may share web log information with law enforcement agencies if we believe that we have evidence of a violation of computer security or related laws.

### **DATA SHARING AND TRANSFER**

#### How We May Share Information

We will not share, trade or sell personal information of our visitors for use by any business, other than 49 Bespoke Inc., without your consent. However, aggregated and statistical data from our visitors may be shared with our partners. For example, we may let a partner know that approximately "20,000 people visited a web page regarding a specific joint promotion."

Occasionally, we may share personal information from you (such as name, mailing addresses and email addresses) with agents, contractors or partners of 49 Bespoke Inc., in connection with services that these individuals or entities perform for or with 49 Bespoke Inc. These agents, contractors or partners are restricted from using this data in any way other than to provide services for 49 Bespoke Inc., and they may not share or resell this data. We may, for example, provide your information to agents, contractors or partners for data processing services, for contacting winners of contests or so that they can mail you product samples or information that you requested.

49 Bespoke Inc., also reserves the right to share the information to respond to duly authorized information requests of governmental authorities or where required by law.

#### Data Transfers

Your personal information will generally be stored in our 49 Bespoke Inc., databases, which may be located in various geographies in Canada or elsewhere. For easier processing of e-mail campaigns or other marketing purposes, your personal information may however be sent, usually on a temporary basis, to countries outside Canada. 49 Bespoke Inc., data protection standards are the same, regardless of where your personal information is stored.

Personal information submitted online during an employment application process may be stored in a database located in Canada or elsewhere.

## **COOKIES AND WEB BEACONS**

When you view one of our web sites or interactive advertisements, we may collect some non personal information about you. The collection of this non personal information is done either through the "cookie" technology or with "web beacons" (also called "single-pixel gif" or "web pings"). Neither our cookies nor web beacons nor web log information collects any personal information. They do not contain personal information such as your name or email address.

### **Cookies**

When you view one of our web sites or interactive advertisements, we may store some information on your computer. This information will be in the form of a small text file, also called a "cookie". Cookies help us in many ways to make your visit to our web site more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our web sites. They also allow us to tailor a web site or advertisement to better match your interests and preferences. Most browsers can be configured not to accept cookies or to indicate when a cookie is being sent.

### **Web Beacons**

Web beacons are site instrumentation that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. When you ask us to send you information on a promotion or a newsletter, we may use web beacons to establish how many of the emails are actually opened. In general, any electronic image viewed as part of a web page, including an ad banner, can act as a web beacon.

Third party advertising networks that serve ads onto any 49 Bespoke Inc., web site may use cookies and/or web beacons in their advertisements. 49 Bespoke Inc., retains no control over such third party cookies and/or web beacons and does not have access to the information related to third party cookies and/or web beacons.

## **CHOICE**

Our sites allow you to choose to receive or stop receiving communications from us or not to provide certain personal information when registering for a site or contest.

## **ADVERTISING PARTNERS**

49 Bespoke Inc., has selected SmartClicks to deliver banner advertising to some web sites. SmartClicks uses cookies to attract the activities of anyone who clicks on its advertising. Many Internet users already have a SmartClicks cookie on their computer today. SmartClicks uses non-personal information in its ad delivery. SmartClicks privacy policy explains the way in which you can opt-out of tracking by SmartClicks. You may in addition disable the "cookies" function in your browser. Please check your browser Help section for details.

In all instances, the information provided through us to our partners, will only be used for the purpose for which it was supplied and is not otherwise used or disclosed.

## **CHILDREN'S PRIVACY**

At 49 Bespoke Inc., we believe that it's especially important to protect children's privacy online and encourages parents and guardians to spend time online with their children to participate and monitor their Internet activity.

49 Bespoke Inc., respects applicable national and international children's privacy regulations.

49 Bespoke Inc., does not intend to collect personal information from children under 13 years of age, except if we choose to develop a children's web site, in which case we will collect such information in accordance with local laws and regulations on children's privacy. 49 Bespoke Inc., may also want to collect personal information from children over 13 years of age. When required by local laws and regulations or practices and provided such a child has identified himself/herself as being within this older age bracket, we will incorporate a special notice requiring him/her to get parental consent before providing us with any personal information.

Where appropriate, 49 Bespoke Inc., will specifically instruct children not to submit such information on our web sites and/or will take reasonable steps to ensure parental consent to such submission. For instance, if the birthday or birth year entry reveals a child is under the age limit as defined by the applicable local or national law, we will not allow the child to continue without the guardian's consent. If a child has provided us with personal information, a parent or guardian of that child may contact us at the email address or address listed at the bottom of this Privacy Statement if they would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases. We do not filter advertisements or other content that children may view through our sites, and they could receive content and materials from the Internet and/or advertising that are inappropriate for children.

If you would like to contact us about the above, send us an email at the following email address [49@49Bespoke.com](mailto:49@49Bespoke.com)

## **A SECURITY AND RESPONSIBILITY**

49 Bespoke Inc., is committed to keeping the data you provide us secure and will take reasonable precautions to protect your personal information from loss, misuse or alteration.

Agents, contractors, or partners of 49 Bespoke Inc., who have access to your personal information in connection with providing services for 49 Bespoke Inc., are required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for 49 Bespoke Inc.

## **INFORMATION AND COMPLAINTS**

## Accessing, Correcting, Updating and Deleting Your Personal Information

If you have submitted personal information to 49 Bespoke Inc., through a 49 Bespoke Inc., web site or interactive advertisement, or if someone else has submitted your personal information through a 49 Bespoke Inc., web site or interactive advertisement you can:

Access, Correct, Update Your Personal Information, by contacting us via email at [49@49Bespoke.com](mailto:49@49Bespoke.com) or sending a letter to:

137 Buttermill Avenue

Concord, Ontario L4K 3X5 Canada

T: (1) 416-661-4499  (1) 416-661-4499

F: (1) 416-661-8903

49 Bespoke Inc., will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information.

## LINKS TO OTHER SITES

Some 49 Bespoke Inc., web sites may contain links to other web sites. 49 Bespoke Inc., is not responsible for the privacy practices or the content of such web sites. We recommend you carefully read the privacy policies of each site you visit.

## PRIVACY SEALS

49 Bespoke Inc., supports the BBBOnLine Privacy Program. BBBOnLine is a division of the Council of Better Business Bureau whose mission is to build users' trust and confidence in the Internet by advocating ethical online business and information practices such as promoting the principles of disclosure and informed consent. When you visit a web site displaying the BBBOnLine mark, you can expect to be notified of, among other things:

What personal information the site gathers/tracks about you;

How that site uses the information it gathers/tracks;

With whom that site shares the information it gathers/tracks.

All 49 Bespoke Inc., sites are governed by this privacy statement, but we have not yet applied for the BBBOnLine Privacy Seal on our sites.

## YOUR ACCEPTANCE OF OUR PRIVACY PRACTICES

By using this web site or any other 49 Bespoke Inc., web site or interactive banner ads, you signify your acceptance of this Privacy Statement, and you adhere to the terms and conditions posted on

the web site. If you do not agree with any of these terms, please do not use this site or submit any personal information. This English version shall always prevail in case of conflicts between it and any translations of our Privacy Statement and Executive Summary.

If you do not receive a response to your inquiry or if you feel your inquiry has not been satisfactorily addressed, you may choose to contact the BBBOnLine at [www.BBBOnLine.org](http://www.BBBOnLine.org)