

## PRIVACY POLICY

FASHION MEDIA GROUP, GP Ltd. (“**Company**”) respects your privacy. This “**Privacy Policy**” summarizes what personal information we collect, and how we use and disclose this information.

By using our website, <http://torontofashionweek.to>, (the “**Website**”), you signify your consent to the terms of our Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use this Website or submit any personal information to us.

We reserve the right to modify this Privacy Policy at any time. We will reflect any such modifications to this Privacy Policy on our Website. Your continued use of the Website after any such changes constitutes your acceptance of this Privacy Policy, as revised.

### What Personal Information We Collect

Personal information is information about an identifiable individual (“**Personal Information**”). Company collects Personal Information when you voluntarily provide it through our Website, or when you provide it to us through other means. For example, we may collect Personal Information when you:

- Contact us through email, telephone, mail; or other correspondence;
- Register for a service we provide;
- Register to receive our newsletter.

The Personal Information we may collect will depend on the service you request, and may include your full name, contact information, such as your address, telephone number, or email address; any other Personal Information that you choose to submit to us, including credit card information.

### How Company Collects Information Through Technological Means

When you visit our Website, we may collect information that is automatically sent to us by your web browser. This information may include your domain name, and your numerical IP address. We may also collect other information, such as the type of browser you use, which pages you view, and the files you request.

We use this information to better understand how visitors use our Website, and to improve our Website to better meet your needs. The amount of information that is sent by your web browser depends on the browser and settings you use. Please refer to the instructions provided by your browser if you want to learn more about what information it sends to websites you visit, or how you may change or restrict this.

Company may use “cookies” and other similar devices on this Website to enhance functionality. These devices may track information which includes, but is not limited to: (i) IP address; (ii) the type of web browser and operating system used; and (iii) the pages of the Website visited. If you wish to disable cookies, refer to your browser help

menu to learn how. If you disable cookies, you may be unable to access some features on this Website.

### **How Company Uses and Discloses Personal Information**

The Personal Information we collect may be used by Company for the purposes for which it was collected, as provided in this Privacy Policy, or for other purposes that are disclosed to you and to which you consent.

For example, we may use your Personal Information to: respond to your inquiries; supply you with requested services; send you informational or promotional communications; to carry out other purposes that are disclosed to you and to which you consent; to carry out any other purpose permitted or required by law. We may transfer Personal Information to third party service providers that assist us with carrying out these purposes.

Some or all of the personal information we collect may be stored or processed in jurisdictions outside of Canada. As a result, this information may be subject to access requests from governments, courts, or law enforcement in those jurisdictions according to laws in those jurisdictions.

Company reserves the right to transfer Personal Information in the event that we merge with or are acquired by a third party. We also may disclose your Personal Information for any other purpose permitted by law or to which you consent.

### **How We Protect Personal Information**

The security of your Personal Information is important to us. We protect your Personal Information by maintaining physical, organizational and technological safeguards appropriate to the sensitivity of such Personal Information. Personal Information may only be accessed by persons within our organization who require such access to provide you with the services indicated above. Personal Information we collect is maintained with the source of the information In Canada.

We retain Personal Information that we collect only as long as necessary for the purposes for which it was collected or to meet legal requirements.

### **Access and Rectification**

You have a right to access to your Personal Information and to request a correction to it if you believe it is inaccurate. If you have submitted Personal Information and would like to have access to it, or if you would like to have it corrected, please contact us using the contact information provided below.

### **How to Contact Us**

If you have any questions regarding this Privacy Policy, or to access your information, please contact us at [newsletter@fashionmediagroup.ca](mailto:newsletter@fashionmediagroup.ca).



