

## IFOCUS TERMS OF USE AND PRIVACY STATEMENT

Effective date: July 1st , 2020

Welcome to iFocus!

### PRIVACY STATEMENT

#### 1. Information We Collect

We may collect the following categories of personal information from and about you:

- Identifying information: such as your name, postal addresses, email addresses, social networking platform user account names, telephone numbers, or other addresses at which you are able to receive mail;
- Demographic information: such as your age, birthdate, and gender;
- Location information: such as information related to your province, city, or neighborhood, and, if you agree, more specific location information that is provided through the GPS functionality on mobile devices used to access the Services;
- Financial information: such as information collected from you as needed to process payments for products or services that you buy, or as provided by you to administer your participation in optional services and programs, such as your payment card number, expiration date, and card verification number;
- Internet and network activity information: such as information about your browsing behavior, search history, and interactions with websites and advertisements, including data from cookies, pixel tags, and web beacons;
- Commercial information: such as information that enables us to determine lifestyle, interests, and activities, including purchasing tendencies and order history; areas of interest; information collected through your interactions with social networks; and information about friends who refer you or whom you have referred; and
- Inferences regarding preferences and other characteristics: such as our assessment of the types of products or services you may have an interest in.

#### 2. Sources of Our Information

We may collect personal information about you from a variety of sources, including:

- From you: We collect information that you submit to us voluntarily. For example, in using the Services; register to receive information, products, or services available through the Services; submit comments or reviews on the Services; or interact with us in other ways. We may also request optional information to support your use of the Services. If you send an e-mail to us, we will collect your e-mail address and the full content of your e-mail, including attached files and other information you choose to provide to us.
- From your device: We may collect information about the devices you use to access the Services, including Internet Protocol (“IP”) address and other unique device identifiers, mobile network information, and information about the device’s interaction with the Services. We may also collect information about how you use our Service, including your access times, browser types, and language. To collect this information, we use cookies and web beacons, and other similar technologies.
- Location information: We may collect different types of information about your location, including general information, such as province, city, or zip code associated with your IP Address, and, if you agree, more specific location information that is provided through the GPS functionality on mobile devices used to access the Services. You may be able to

disallow our use of certain location data through your device or browser settings, for example, by disabling “Location” services for the iFocus application in iOS privacy settings.

- Social media networks and other third parties: We may obtain information about you or your use of the Services from third party sources, such as our web hosting providers, analytics providers, or advertisers. You may give us permission to access your information from services offered by third parties, including social media networks. The information we obtain from third party services depends on your account/privacy settings with those third parties and the third parties’ privacy policies, so be sure to check those policies and to adjust your settings to meet your preferences. When you access the Services through social media networks and other third party platforms, you are authorizing iFocus to collect, store, and use such information and content in accordance with this Privacy Statement. Please keep in mind that any information provided to us by a third party may also be subject to that third party’s privacy policy.

### **3. Ways We Use and Share Information**

We may use information collected as described in this Privacy Statement to:

- Operate, maintain, and improve the Services;
- Provide you with customized interest-based content, such as push notifications, communications, and offers for products and services from us and our business partners, including based on your location and interests;
- Facilitate the fulfillment of orders of services or products placed through the Services;
- Facilitate bookings with clinics that partner with us;
- Process any payments made using the Services;
- Perform analytics and conduct customer research;
- Communicate and provide additional information that may be of interest to you;
- Send you reminders, notices, updates, support and administrative messages, marketing messages, and requested information, including on behalf of our business partners;
- Administer rewards, surveys, contests, or other promotional activities or events sponsored by us or our business partners;
- Fraud prevention and enforcement of our Terms of Use, or to comply with the law; and
- Otherwise with your consent.

We may share your personal information as follows:

- As required to comply with the law or legal obligations, such as to comply with legal orders and government requests, or as needed to support auditing, compliance, and corporate governance functions;
- In response to a summons, or similar legal process, including to law enforcement agencies, regulators, and Canadian courts;
- With our business partners who perform a variety of services and functions for us, such as data storage, order fulfillment, transmitting emails, and managing digital content, subject to confidentiality agreements and on the condition that the service providers use your information only on our behalf and pursuant to our instructions;
- In the event we go through a business transition such as a merger, acquisition by another company, bankruptcy, reorganization, or sale of all or a portion of our assets;
- To combat fraud or criminal activity, and to protect our rights, users, and business partners, or as part of legal proceedings affecting us;

- With our affiliates and subsidiaries who may only use the personal information for the purposes described in this Privacy Statement;
- If the information has been aggregated, de-identified, or otherwise does not identify you personally; and
- Otherwise with your consent.

#### **4. Limiting Our Collection**

You can limit the information you provide to us, and you can limit the communications that we send you. You may choose not to receive commercial e-mails from us or any of our business partners by following the instructions contained in any of the commercial e-mails you receive or by logging into your account and adjusting your e-mail preferences. Please note that even if you

Unsubscribe from commercial email messages, we may still e-mail you non-commercial e-mails related to your account and your transactions on the Service. You may update your subscription preferences at any time. You may manage how your browser handles cookies by adjusting its privacy and security settings. You may manage how your mobile device and mobile browser share certain device data with us, as well as how your mobile browser handles cookies by adjusting the privacy and security settings on your mobile device. When you first use the Services, we may request permission to collect and use your device's precise geolocation. You can opt not to permit the collection of this information, or permit it only when using the mobile app, but it may limit certain functions or features of the Services. You can control how and whether we collect your precise geolocation information through your device's settings.

#### **5. Public Information**

Through the Services, you may be able to publicly post information, communicate with others such as on discussion boards, review products and clinics, and submit media content. Prior to posting in these areas, please read our Terms of Use carefully. All the information you post may be accessible to anyone with Internet access, and any personal information you include in your posting may be read, collected, and used by others. We recommend that you do not post or share any personal information through these channels while using the Services.

#### **6. Privacy Practices of Third Parties**

This Privacy Statement only addresses the use and disclosure of information by iFocus. Other websites and applications that may be accessible through links from our Services may have their own privacy statements and personal information collection, use, and disclosure practices. We encourage you to familiarize yourself with the privacy statements provided by these other parties prior to providing them with information or taking advantage of a sponsored offer or promotion.

#### **7. Business Transfers and Corporate Changes**

iFocus reserves the right to disclose, transfer, or license any and all information related to the Services, including personal information:

- To a subsequent owner, co-owner, or operator of our Services or any portion or operation related to part of the Services;
- In connection with a corporate merger, consolidation, or restructuring, the sale of substantially all of our stock and/or assets, or other corporate change, including, without limitation, during the course of any due diligence process.