

Disruptive Interactive Inc. Privacy Policy

By using our website, you agree to the collection and use of your personal information by **Disruptive Interactive Inc.** ("Disruptive Interactive" or the "Company"). Please take the time to read this document to learn more about our information practices, including the type of information we gather, how and for what purposes such information is used, to whom the information is disclosed, how it is safeguarded and how you can access your personal information in our possession.

1. Application of This Policy

This Privacy Policy applies to all communications from and to Disruptive Interactive.

This web site (the "Site") may be connected by "hyperlinks" to other websites. Disruptive Interactive is not responsible in any way for the privacy practices on other websites and suggest that you review the privacy policies on those linked websites before using them.

2. Collection of Information

Disruptive Interactive gathers various types of information from our website visitors; however, we do not ask you to provide more personal information than is required for the company to use the website and associated applications.

Personally identifiable information or personal information is defined as information that identifies you, as an individual, and includes your name, and e-mail address.

On initial access to our Site, we collect only the domain name of visitors.

We also collect the e-mail addresses of those who communicate with us via e-mail, aggregate information on what pages users access or visit, user-specific information on what pages users access or visit, and information volunteered by the user, such as requests for information.

We collect the following information from you. Some of it is personally identifiable information:

- Name;
- Email address;
- Purchasing information and history;

We only collect personally identifiable information about you after you have specifically and knowingly provided such information to us. By voluntarily providing this information to us at various points when using our Site, you will be consenting to the collection and user of your personal information by us for that online activity. You are under no obligation to provide us with this information.

If you provided us with email information and do not want to receive e-mail from us in the future, please let us know by sending email to us at the address below or by calling or writing us and telling us that you do not want to receive e-mail from our company. If you supply us with your postal address on-line or download our software products and provide us with your email address, you may receive periodic mailings from us with information on new products and service, promotions, or upcoming events. By your providing us your e-mail, in accordance with this policy, we will accept your information as consent to send you e-mails. All stored information, including personal information, received from you remains the exclusive property of the Company.

3. The Purpose of Our Collection Information From You

If you access the company website, or purchase products from Disruptive Interactive, your personal information will only be used for the purposes of that online activity, and to affect any purchased from the Company.

We also utilize, collect, and use personal information for the following purposes:

- To respond to your questions, or comments you forward us;
- To keep aggregate information on the company Site use;
- To respond to your requests for certain services;
- To help us efficiently perform transactions;
- To deliver the products and/or services you have requested or purchased through this website;
- To perform quality assurance, sales analyses and other business analyses;
- To contact you in connection with newsletter subscription;
- To send you specific information about the Company;
- To perform user verification;
- To enforce terms and conditions.

4. Disclosure of Your Personal Information

We will not sell or rent your personal information to any other party without your consent. However, we may disclose your personal information in the circumstances set out below.

- We may also be required by law to disclose personal information without your consent in the event of emergency situations or when required by government or other legal authority.
- We may also disclose personal information to third parties in connection with a corporate re-organization, merger or amalgamation, or the sale of all or substantially all of our assets, provided that the personal information disclosed continues to be used for the purposes permitted by this Privacy Policy by the entity acquiring this information.

Please be advised that when you voluntarily disclose information on the bulletin boards or in the forum or chat areas of our Site, your personal and other information disclosed in your

communication shall become public information and can be collected and used by other parties. We cannot control what third parties in the bulletin board or chatroom do with your personal information.

5. Non Personal Information

In addition, we collect and share with third parties, non-personally identifiable information, which is information that does not identify you personally, but becomes available to us as a result of your visit to our Site. This information includes; your IP address, a number automatically assigned to your computer when you visit the Site; your Internet Service Provider; and your Web Browser.

One way we use this non-personal information is as a diagnostic and administrative tool for identifying system problems and administering the Site. From time to time we use cookies on this Site. Cookies are small text files that your web browser leaves on your hard drive to recognize you as a repeat user of our Site. If you do not want cookies to be used, you should access the features of your web browser for the procedure to disable the cookies.

We may use your IP address and your e-mail address for a variety of purposes, including:

- to estimate the number of web surfers in certain countries or regions of the world that visit our website;
- to fix Internet service problems pointed out by our users or by our information technologies supervisors; or
- to send you information and updates about activities, privileges, promotional offers, products and services offered by Disruptive Interactive or its sponsors.

We collect personal and non-personal information in a non-identifying, anonymous, and aggregate form to enhance our Site design, to share with advertisers and for statistical purposes. These statistics and reports will contain only aggregated and no personally identifiable information.

6. Safeguards

We employ reasonable managerial and technical measure to ensure that your information is secure. For example, all personally identifiable information is maintained behind a firewall.

7. Retention

We retain information in accordance with all requirements of the Personal Information Protection Act of B.C.

8. Changes to this Privacy Policy

We may change this policy as new services are added or old ones are changed. Such changes will be effective when a notice of the change is posted on the Site. Please check this Privacy Policy from time to time for updates.

9. Correcting/Updating/Deleting/Deactivating Personal Information

If your personally identifiable information changes (such as phone, email or postal address), or if you no longer desire our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done by emailing us at the address below.

10. Contact Information

We have designated an officer of the company to be accountable for our policies and practices with respect to the management of personal information. Any questions, comments or complaints that you might have about our privacy practices should be forwarded in writing to:

**Disruptive Interactive
215 - 1080 Mainland Street
Vancouver, B.C.
V6B 2T4
Attention: Privacy Officer**