

PBSA Privacy Policy

Revised May 25, 2018.

This Privacy Policy (the "Policy") (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us (either directly or via a third party), will be processed by us.

By visiting our website(s) listed here:

<http://www.BookiePro.com>

or otherwise providing personal data to us (either directly or indirectly) you are accepting and consenting to the practices described in this policy. If you do not agree to this policy, please do not use our website(s). Your continued use of the website(s) following the posting of changes to this policy will be deemed your acceptance of those changes.

We, Peerplays Blockchain Standards Association ("PBSA"), a Canadian Not-for-profit Corporation (No. 1003865-2) with offices at 47 Lockheed Crescent, Debert, N.S., Canada, BoM iGo as the data controller ("PBSA," "we," or "us"), explain in this Policy how we collect, process and/or use information that we receive via our websites, emails we send, and mobile applications (collectively, the "Platform") that link to this Policy, as amended from time to time. It also describes your choices regarding use, access, and correction of your personal information. For purposes of this Policy, personal information shall mean any information relating to an identified or identifiable natural person. It does not include data where the identity has been removed (anonymous data).

Information We Collect

We collect information about you to provide our services. In order for us to best provide our services to you, it is essential that we are able to collect and use the information as described in this Policy. This means that the data collection is largely necessary for fulfilling the relationship we have with you, and where that is not the case, we have a legitimate interest in collecting the information described below.

Information You Give Us

PBSA may collect personal identification information from you in a variety of ways, including, but not limited to, when you visit our website, register on the website, place an order, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our website(s).

When you fill out forms or provide us with other personal information actively, we collect that information for processing and use in accordance with this Policy. Your information may include your name, email address, mailing address, phone number, and credit card information . Because we change our offerings and features from time to time, the options you have to provide us with personal information also may change, but here are some examples of situations in which you will have the opportunity to provide personal information to us:

- Creating an account;
- Signing up for email alerts;
- Completing a form related to one of our products or services;
- Uploading a resume;
- Contacting us for technical support or customer service;

Depending on how you interact with our Platform, the personal information we collect from you may vary. For example, to create an account we may ask only for an email address and password. In other circumstances, such as when you complete a form related to a particular service offering, we may ask you to provide other information, which may include your name, phone number, and/or postal address. We also collect and store certain information associated with actions you take.

If you enter credit card information on the Platform in connection with a purchase, that information is sent directly from your browser to the third-party service provider we use to manage credit card processing and we do not store it on our servers. The service provider is not permitted to use the information you provide except for the sole purpose of credit card processing on our behalf.

Automated means of data collection include the following:

- **Log File Information.** Log file information is automatically reported by your browser or mobile application each time you access a website on our Platform. For example, when you access a PBSA website, our servers automatically record certain information that your web browser sends when you visit any website. These server logs include information such as your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks, domain names, landing pages, and pages viewed.
- **Device Information.** We collect information about the device you use to access the Platform, including type of device, operating system, settings, and unique device identifiers, and IP address. Whether we collect some or all of this information often depends on what type of device you're using and its settings. We collect the device type and any other information you choose to provide, such as username, geolocation, or email address.

How We Use Information

We will only use personal data held about you for purposes described in this Policy and when the law allows us to do so. We will generally use your personal data on the following legal grounds:

- where the use of your personal data is necessary for the performance of a contract we are about to enter into or have entered into with you;
- where the use is necessary for the purposes of our legitimate interests (or those of a third party);
- where we need to comply with a legal or regulatory obligation; or
- where you have given your consent, or explicit consent (with regard to special categories of personal data), which can be withdrawn at any time.

We use personal data held about you for the following purposes:

- to carry out our obligations arising from any agreements between you and us and to provide you with the information and services that you request from us;
- to improve customer service e.g. information you provide helps us respond to your customer service requests and support needs more efficiently.
- to personalize your experience e.g. we may use information in the aggregate to understand how our users as a group use the services and resources provided on our website(s).
- to process payments e.g. when placing an order and to provide service for that order.
- to send periodic emails e.g. we may use the email address to send you information and updates pertaining to your order.
- for internal operations, including troubleshooting, data analysis, testing, research, and service improvement (this includes use of your IP address and mobile device information to help diagnose problems with our service and to administer our websites);

When we collect any information that does not identify you as a specific natural person ("Non-Personal Information"), we are permitted to use and disclose this information for any purpose, notwithstanding anything to the contrary in this Policy, except where we are required to do otherwise by applicable law. Similarly, if applicable law requires that we treat certain Non-Personal Information as personal information, we will use and disclose this information as personal information in accordance with this policy.

How We Share Information

We only disclose your personal information to third parties as follows:

- We use affiliated and unaffiliated service providers all over the world (including web servers, cloud storage systems, CRM providers, email services, content support teams, and others) to help us deliver our service and run our business subject to strict confidentiality agreements. These companies are authorized to use your personal information only as necessary to provide these services to us;
- We will disclose data if we believe in good faith such disclosure is necessary (1) to comply with relevant laws or to respond to subpoenas or warrants or legal process served on us (2) to enforce our Terms of Use and Privacy Policy; (3) as we otherwise deem necessary and is permitted by applicable laws to protect and defend the rights or property of PBSA, the users of our services, or third parties; or
- In reorganization or sale of our company or assets, your data may be transferred, subject to the acquirer and its affiliates accepting the commitments made in this Policy and compliance with applicable law;
- We will otherwise share personal information with your consent.

Web Browser Cookies

Our website(s) may use “cookies” to enhance your experience. Web browser places cookies on your hard drive for record-keeping purposes and sometimes to track information about you. You may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If you do so, note that some parts of the website(s) may not function properly.

Other Important Privacy Information - EEA Resident Rights

In accordance with the General Data Protection Regulation (GDPR), you have:

The **right to be informed** about the collection and use of your personal data.

The **right to access** your personal data and supplementary information and to be aware of and verify the lawfulness of our processing of your personal data. We will not generally charge a fee for an access request, but a reasonable fee may be charged if a request is manifestly unfounded or excessive, particularly if it is repetitive. We may also charge a reasonable fee to comply with requests for further copies of the same information.

The **right to rectification**. Your personal data can be rectified if it is inaccurate or incomplete. We respond to requests for rectification within one month of receipt of the request. This can be extended by two months where the request for rectification is complex.

The **right to erasure**. This is also known as ‘**the right to be forgotten**’. You have a right to have your personal data erased and to prevent processing in specific circumstances:

- i. Where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed.
- ii. When you withdraw your consent.
- iii. When you object to the processing and there is no overriding legitimate interest for continuing the processing.
- iv. If the personal data was unlawfully processed (ie otherwise in breach of the GDPR).
- v. If the personal data has to be erased in order to comply with a legal obligation.
- vi. If the personal data is processed in relation to the offer of information society services to a child.

The **right to restrict processing** of your personal data. You have a right to ‘block’ or suppress the processing of your personal data. If you contest the accuracy of your personal data, we will restrict its processing until its accuracy has been verified.

The **right to data portability**. In certain circumstances you have the right to request transfer of your personal data directly to a third party where this is technically feasible.

The **right to object**. You have the right to object to us processing your personal data. In this case, you must have an objection on grounds relating to your particular situation.

To exercise any of these rights, in the first instance please contact powerup@peerplays.com

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. Notwithstanding the foregoing, we reserve the right to keep any information in our archives that we deem necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

How Long We Keep Your Personal Information

We keep your personal information only so long as we need it to provide the Platform to you and fulfill the purposes described in this Policy. This is also the case for anyone that we share your personal information with and who carries out services on our behalf. Retention periods can vary significantly based on the type of information and how it is used. Our retention periods are based on criteria that include legally mandated retention periods, pending or potential litigation, our intellectual property or ownership rights, contract requirements, operational directives or needs, and historical archiving. When we no longer need to use your personal information and there is no need for us to keep it to comply with our legal or regulatory obligations, resolve disputes and enforce our agreements, we’ll either remove it from our systems or depersonalize it so that we can’t identify you.

Security Safeguards

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our website. Sensitive and private data exchange between the website and its users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Privacy of Minors

To access or use the Platform you must be 13 years of age or older and, if under 18 or the age of majority in your jurisdiction, your use of Platform must be under the supervision of a parent or guardian or other responsible adult. If you become aware that a child has provided us with personal information without parental consent, please contact us. If we become aware that a child under 13 has provided us with personal information without parental consent, we remove such information and terminate the child's account.

Data Controller

The information about you that we collect, process and/or use through the Platform is controlled by PBSA. PBSA and the services it provides are hosted and provided outside of the European Economic Area (EEA) for the purposes described in this policy. The privacy protections and the rights of authorities to access your information in Canada may not be the same as in your home country. We take additional measures when information is transferred from the EEA. This includes having standard clauses approved by the European Commission in our contracts with parties that receive information outside the EEA. We also rely on European Commission adequacy decisions about certain countries, as applicable, for data transfers to countries outside the EEA.

You may reach our data protection officer at powerup@peerplays.com

Updates to Our Privacy Policy

PBSA has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage you to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Contact Us

Users of the platform may request access to all of their information held by us as data controller by emailing us at powerup@peerplays.com. If an assessment has been provided on behalf of an organization, please contact the organization in the first instance if you would like access to your information.

If you have any other questions about this Policy or you no longer wish to receive our services (including being removed from our mailing list), please email us at powerup@peerplays.com and we will answer your queries or correct, update, or remove your details as appropriate.

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