



PRIVACY POLICY FOR ENGAGE CREATIVE TECHNOLOGIES

Last Updated: August 24, 2024

At Engage Creative Technologies Inc. (“Engage Creative Technologies,” “we,” “us,” or “our”), safeguarding the privacy and security of your personal information is our priority. This Privacy Policy explains what personal information Engage Creative Technologies collects from you or about you through our fundraising platforms and websites, including 5050.live (collectively, the “Platform”), how we use that information, and with whom it may be shared. Our Platform empowers clients like schools, minor sports teams, and charities (each a “Client”) to create and manage online raffles, sweepstakes, and 50/50 fundraisers (each, a “Fundraiser”), while also providing the public an easy way to participate in these initiatives.

By using our Platform, you agree to this Privacy Policy and its terms. You may withdraw consent at any time, though doing so may limit your access to certain services on our Platform.

Updates to Our Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal or regulatory requirements or in our handling of personal information. Updated versions will be posted on our Platform, and where legally required, we will notify you of significant changes. By continuing to use the Platform after any updates, you accept the revised terms.

Defining Personal Information

In this Privacy Policy, “personal information” refers to any data that uniquely identifies, describes, or can reasonably be connected to an individual.

Information We Collect

Engage Creative Technologies collects various types of personal information from individuals we interact with, including:

- **Contact Information:** such as your name, mailing address, phone number, and email address.
- **Payment Details:** including credit or debit card numbers and billing addresses.
- **Platform Usage Data:** any other personal information you choose to provide while using the Platform and our services.

Information from Third Parties

Most of the personal information we collect is obtained directly from you. In some cases, however, we may collect information from third parties with your permission. For example, if you



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make a payment through our Platform, you will interact directly with our third-party payment processor.

Additionally, our Clients may share information about their donors and participants in relation to a Fundraiser.

Data Collected Automatically

We may also collect certain technical and statistical information to help improve the Platform. This can include your IP address, device details, browser version, and visit patterns. Cookies and similar tracking technologies may be used for analytics and to improve user experience.

Why We Collect Your Information

Engage Creative Technologies collects personal information to enhance and deliver our services effectively. We use the information to:

- Establish and manage our relationship with you, including contacting you about services you've requested or purchased.
- Verify your identity and ensure you're eligible to use our Platform.
- Process transactions, payments, and track service history.
- Improve our Platform, communications, and business operations through analysis of usage patterns.
- Comply with applicable laws, and fulfill legal obligations.
- Prevent fraud and protect Engage Creative Technologies from security threats.

In cases where information is used for research, it is de-identified and aggregated to avoid individual identification.

How We Share Personal Information

Engage Creative Technologies may disclose personal information to:

1. **Service Providers and Affiliates:** We may share information with affiliates, contractors, and service providers to help us deliver services to you. For instance, we use Stripe for payment processing and Zendesk for support services.
2. **Fundraising Clients:** If you participate in a Client-operated Fundraiser, your contact details may be shared with that Client to facilitate the Fundraiser.
3. **Business Transactions:** In the event of a merger, acquisition, or sale, your information may be transferred to the new entity, with agreements in place to protect it.
4. **Legal and Compliance:** We may disclose personal information to comply with laws, legal processes, or regulatory requirements, as well as to protect the safety of individuals or groups.

Consent and Control Over Your Information



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Your consent is essential to us. Generally, we'll collect, use, or share personal information with your consent, which may be implied or explicitly given based on the nature of the information. If you'd like to withdraw your consent, you may contact our Privacy Officer at shane@engagecreative.ca, though doing so may limit our ability to provide certain services.

Securing Your Information

Engage Creative Technologies takes reasonable steps to ensure that your personal information is safe, using security measures such as encryption, access restrictions, and secure storage methods. While we strive to protect your information, please remember that no method of data transmission or storage is 100% secure.

Accessing and Updating Your Information

We encourage you to keep your personal information up to date. If you wish to access, verify, or correct your information, you may contact our Privacy Officer at shane@engagecreative.ca. We may request details to confirm your identity and right to access before processing such requests.

Data Retention

We keep your personal information only as long as necessary to meet the purposes outlined or as required by law.

For Canadian Users

As a Canadian company, Engage Creative Technologies complies with the Personal Information Protection and Electronic Documents Act (PIPEDA) and other relevant Canadian privacy laws. Your use of our Platform implies your acknowledgment that your data may be transferred and processed outside of Canada, as permitted under this Privacy Policy.

Links to Other Sites

Our Platform may contain links to third-party websites. Please be aware that we do not control the privacy practices of these websites, and this Privacy Policy does not apply to them. We recommend reviewing the privacy policies of any sites you visit.

Information for Minors

Our Platform is not intended for individuals under 18. If you believe a minor has submitted personal information, please contact us at shane@engagecreative.ca so we can promptly address the issue.

Interpretation and Questions



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For any questions or concerns about this Privacy Policy or to clarify its terms, please reach out to our Privacy Officer at shane@engagecreative.ca. This Privacy Policy is designed to comply with Canadian and U.S. privacy laws.

Please note: Email is not a fully secure means of communication, so please consider this when sharing personal information via email.