

## Justplay Privacy Statement

(reviewed November, 2007)

**JustPlay is committed to protecting your privacy. This Privacy Policy outlines the type of information that we collect on this web site, and how we use and protect it.**

In this Privacy Policy, "JustPlay", "we", "us", "our" and similar terms and expressions refer to and mean JustPlay.

### **Your Consent**

By using our site, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy. If you do not agree with this Policy, please do not use this site or disclose any information over this site.

### **Changes to the Privacy Policy**

From time to time, JustPlay may make changes to this Privacy Policy. Any changes to the Privacy Policy will be posted on this page of our website. Please check this page periodically. This Privacy Policy was last reviewed in November 2007.

### **What information does JustPlay collect from you and how do we use it?**

The choice of whether and how much personal information you disclose to us is completely at your discretion. The following are examples of some of the ways we may ask you to provide us with personal information to us from time to time:

- **Contests.** We may offer visitors of this website an opportunity to participate in contests. We may ask participants to provide us with personal information, such as their names, addresses (home and email) and telephone numbers. We will use this information to administer the contest. To the extent that we may collect, use or disclose personal information during a contest

for purposes other than the administration of the contest, those purposes will be disclosed in the contest rules.

- **Online Newsletter.** We may offer visitors an opportunity to subscribe to an online newsletter. Those visitors wishing to receive the newsletter will be asked to provide us with their names and email addresses.
- **Surveys.** We may ask visitors to participate in an online survey about our products and services. Any answers to the surveys would be used by JustPlay internally for market research and improving our products and services.
- **Visitor Comments.** We invite visitors of our website to provide us with their comments about our products, and send us "tips" about how they use our products so that we may share them with other visitors of our website. We post "tips" that you send to us on our website, however, we only post your initials and your city and province of residence. If you do not want your "tip" posted, please do not submit one.
- **Marketing Communications.** We may use personal information that you voluntarily submit to us to communicate with you about product upgrades and updates, new products, and special offers. However, JustPlay realizes that not everyone likes to receive such information or special offers. At any time, if you decide that you do not want to receive communications from us, you can let us know by contacting us by mail, email or telephone, as specified below under the heading "JustPlay Contact Information".

### **What information does JustPlay passively collect from you and how do we use it?**

Our server passively and automatically collects information from visitors' such as visitors' Internet Protocol ("IP") addresses, time and duration of visit, and their type of operating system. An IP address is unique number assigned to all web users by their Internet Service Provider. This information is recorded in an aggregate format is used by JustPlay to improve our website and

to ensure that visitors have an optimal experience navigating our website.

In addition, our website uses per-session cookies, which are small files that our servers offers to your browser when you visit our website. This type of cookie is stored in the temporary memory of your browser and is deleted when you shut off your browser. These per-session cookies enable us to generate an anonymous profile of each "click" made by visitors during their visits to our site. This information is recorded in an aggregate format, and is used by JustPlay to determine how visitors interact with our website, which pages of our website are more popular, and generally how to improve our website.

You can consult your browser's help menu to determine how to detect and reject cookies. If you reject our cookies, your visit to our website will not be significantly affected.

We do not link any of the above information to any other information that would enable us to personally identify visitors to our site with the following exception. If we detect that a visitor may be attempting to compromise the security or integrity of our website, we may use the IP address to trace to a specific individual to stop such activity.

### **A Special Note About Children**

We ask that individuals who have not reached the age of majority in their province, territory, or state of residence not submit personal information to us.

### **Access and Correction**

Any information that we collected from you is stored in a secure and confidential database at JustPlay' office in Markham, Ontario. If you believe that JustPlay may not have your correct and current personal information, you may update your information any time by contacting us using the "JustPlay Contact Information" below. Also, you have a right to access any personal information that we may have on file. Any request for access should be sent in writing to our mailing address.

## **Does JustPlay disclose your personal information to third parties?**

JustPlay does not sell, rent, lease or otherwise disclose your personal information to third parties so that they may market to you.

If you submit your personal information on a page of our website that is jointly sponsored by JustPlay and a third party, such as a page for a co-sponsored contest, then your personal information will be shared with the third party. Any proposed uses of your personal information by JustPlay and the third party will be disclosed on the co-sponsored page.

JustPlay may transfer your personal information to third party service providers, such as a direct mail firm, for processing. JustPlay uses contractual or other means to ensure that prior to transfer the service provider agrees to protect the transferred information in a manner consistent with this Privacy Policy.

In specific and limited circumstances described under Canada's federal privacy law, JustPlay may disclose your personal information, without your consent. This may occur, if for example, if the personal information is requested for the purpose of enforcing a law or carrying out an investigation.

## **What security measures do we have in place to protect any personal information that we collect?**

JustPlay takes reasonable and prudent steps to safeguard the confidentiality of the information you provide over this website. We use other security measures, for example, we limit access to the database containing personal information to authorized employees only. However, "perfect security" does not exist on the Internet and JustPlay cannot ensure that your private communications and personal identifiable information will not be disclosed in ways not otherwise described in this Privacy Policy.

## **Other Terms and Conditions of Use of our Website**

### **JustPlay Contact Information:**

E-mail Address: [info@wejustplay.com](mailto:info@wejustplay.com)

JustPlay Sports Services  
254 Walden Dr.  
Burlington, Ontario  
L7N 2A6

Attn: JustPlay Privacy

Tel: 905.331.5543