Last Update: January 16th, 2018

Launchfire Interactive Inc. respects the privacy of all of its users and is committed to protecting such privacy in accordance with this Privacy Policy. This Privacy Policy explains Launchfire Interactive Inc.'s ("Launchfire" or "we") treatment of your personally identifiable information collected in connection with your activities on or related to all Launchfire's websites referencing this Privacy Policy (the "Launchfire sites") and all services made available on the Launchfire Sites (collectively, unless noted otherwise, the "Launchfire Services").

We urge you to read this Privacy Policy carefully and to check back periodically as this Privacy Policy may change from time to time. Please note that this Privacy Policy does not apply to the practices of companies or websites which are not owned or controlled by Launchfire.

INFORMATION COLLECTED

In the course of operating the Launchfire Services, we may collect two types of information about our users: Personal Information and Non-Personal Information.

"Personal Information" is personally identifiable information, such as your name, address, email address, birth date and gender. We collect Personal Information when you choose to provide it to us when registering for a Launchfire Service, such as when you choose to receive a Launchfire newsletter or enter a Launchfire promotion. In addition, if you choose to contact any of our tech support representatives, we may keep a record of that correspondence so that we may fully address the subject matter. We may also receive Personal Information from our business partners and other third parties, provided that such third parties confirm to us that you have permitted them to share such information.

Business contact information such as the name, title, business address, email address or telephone number of a business or professional person or an employee of an organization is not considered Personal Information.

"Non-Personal Information" is information of an anonymous nature, such as your Internet Protocol Address (IP Address), the domain you may have used to access a Launchfire Service, the type and version of browser or operating system you may be using, and the website you may have come from and visit next. Aggregate information, such as demographic statistics of our users (e.g. average age or geographical allocation of our users), number of visitors and average time spent on a Launchfire Service, is also considered Non-Personal Information.

Non-Personal Information is collected or derived by us in the course of operating the Launchfire Services. For example, our Web servers may automatically collect Non-Personal Information which is provided through your browser or stored on a Cookie or through a Web Beacon when you choose to visit a Launchfire Service. Non-Personal Information is used by Launchfire as described in this policy.

USE OF PERSONAL INFORMATION

Personal Information may be used by us for the following purposes:

a. Providing you with the Launchfire Services and information you have requested from us. We may from time to time use your Personal Information to contact you about changes, enhancements or similar notices related to the Launchfire Services;

b. If you indicated that you were interested in receiving a Launchfire enewsletter, we may send you email newletters from time to time. If at any time you would like to end your subscription to any such email materials, follow the directions posted at the bottom of the email material;

c. If you enter a contest or other promotion offered on a Launchfire Site, we may, under the rules of the promotion, use your name and certain other information to administer the promotion, such as contacting, announcing and promoting the winners of the promotion;

d. Launchfire may also use Personal Information if it has reasonable grounds to believe the information could be useful when investigating a contravention of a federal, provincial or foreign law or in order to protect or defend a legal interest.

DISCLOSURE OF PERSONAL INFORMATION

We will not sell or rent your Personal Information to anyone.

We will only disclose your Personal Information to third parties:

a. Where you have specifically given us your consent to disclose your Personal Information for a designated purpose;

b. As may be set out in the Terms and Conditions applicable to a Launchfire Service, to facilitate the provision of such Launchfire Service, such as fulfilling legal requirements;

e. As required by law, including by an order of any court, institution or body with jurisdiction or authority to compel the production of information, or in order to protect or defend a legal interest; or

f. In connection with a Launchfire corporate re-organization, merger or amalgamation with another entity, or a sale of all or a substantial portion of the assets of Launchfire provided that the Personal Information disclosed continues to be used for the purposes permitted by this Privacy Policy by the entity acquiring the information.

LINKS TO OTHER SITES AND ADVERTISEMENTS

A Launchfire Service may contain links to other websites and services. While we try to link only to sites and services that share our high standards and respect for privacy, please understand that we are not responsible for the content of, or the privacy practices employed by, other companies or websites. This Privacy Policy applies only to the Launchfire Services referencing this Privacy Policy.

SECURITY

The security of your Personal Information is important to us. Launchfire takes technical, contractual, administrative, and physical security steps to protect Personal Information that you provide to us. We instruct our employees with access to your Personal Information that it is to be used only in adherence with the principles set forth in this Privacy Policy and the applicable laws.

CHANGES TO THIS PRIVACY POLICY?

Launchfire may from time to time change its Privacy Policy as new Launchfire Services are added or old ones changed. Changes will be effective when notice of such change is posted at a Launchire Site. Please check this Privacy Policy regularly for updates by checking the date of "Last Update" at the top of this document.

ACCESSING AND CHANGING ACCOUNT/ REGISTRATION INFORMATION

Launchfire provides you with the means to access, update, edit or delete any Account or Registration Information you may have provided to us at any time on your own by going to the

appropriate page in the Account or Registration section of the relevant Launchfire Service, and changing or deleting such information as desired.

If you are unsure whether we have a record containing any of your Personal Information and would like to confirm whether or not we do, please send an e-mail indicating all e-mail addresses that you may have given us.

If you decide at any time that you do not want to receive any e-mail materials to which you have subscribed, you may choose to unsubscribe to these e-mails by following the instructions at the end of the message.

QUESTIONS, COMMENTS OR SUGGESTIONS?

If you have questions, comments or suggestions about this Privacy Policy or Launchfire's privacy practices that were not answered here, send an email to info@launchfire.com

Launchfire USE OF NON-PERSONAL INFORMATION
Non-Personal Information is collected or derived by us in the course of operating the Launchfire Services. For example, our Web servers may automatically collect Non-Personal Information which is provided through your browser or stored on a Cookie or through a Web Beacon when you choose to visit a Launchfire Service.

In addition to Launchfire's practices related to IP Addresses, Cookies or Web Beacons, Non-Personal Information is used generally by Launchfire to monitor and improve the operation of the Launchfire Services, to perform statistical analyses of the collective characteristics and behavior of our users, to measure user demographics and interests regarding specific Launchfire Services, to describe our services to third parties such as prospective business partners and advertisers and to analyze how and where best to use our resources. No Personal Information will be disclosed during these activities.

IP ADDRESSES

An IP Address is the unique number which is assigned to every direct Internet access point. Many IP Addresses can generally be associated with certain Internet service providers or large organizations. IP Addresses do not contain any Personal Information. When you, through your browser, request a web page or similar Internet information from another computer on the Internet, your browser automatically provides that computer with an IP address to which it will send the requested information.

COOKIES AND WEB BEACONS

A cookie is a small text file containing a unique identification number that is transferred (through your browser) from a web site to the hard drive of your computer. The cookie identifies your browser and will NOT let a web site know any personal information about you, such as your name and address. Since cookies are only text files, they cannot run on your computer, search your computer for other information or transmit any information to anyone.

Launchfire may use cookies to:

a. Monitor website usage and improve the operation and performance of the Launchfire Services and to make our Launchfire Services easier and more convenient to use. For example, cookies allow us to save passwords and preferences for you so that you will not have to re-enter them the next time you visit a Launchfire Service;

b. Measure aggregate user traffic and demographic statistics related to the Launchfire Services and advertisements (e.g. number of users, average time spent, average age and similar statistics). This information helps us to better understand when to update, change or offer new services and provides us with details as to the performance of third party advertisements and content. This information may be reported, in aggregate form only, to our current and prospective sponsors, advertisers and business partners. No Personal Information will be disclosed in such reports;

Cookies are used on many major web sites. Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser either to notify you when you have received a cookie, or to refuse to accept cookies. You should understand that while Launchfire does not require you to use cookies, certain Launchfire Services will not function properly if you set your browser to not accept cookies.

Certain Launchfire Services may contain electronic images known as Web beacons -- sometimes called single-pixel gifs -- that allow Launchfire to count users who have visited those pages. Web beacons are not used to access your Personal Information; they are a technique used to compile aggregated statistics about Launchfire Service usage. Web beacons collect only a limited set of information including a cookie number, time and date of a page view, and a description of the page on which the Web beacon resides.