

Effective Date: February 26, 2021

PRIVACY POLICY

BlockFilm Inc. (together with its affiliates, “BlockFilm” or “we”) takes the privacy of your personal information seriously. We are committed to respecting the privacy of your information whenever you:

- access or use our online service or otherwise interact with the BlockFilm website and platform (the “Service”);
- interact with us from outside of the website and/or platform, for instance by emailing us for support services, submitting any User Content (as defined in our Terms of Use) or obtaining our newsletters or downloadable material;
- visit our website; or
- otherwise provide us with personal information in your capacity as an existing or potential BlockFilm customer, contractor, supplier, or employee.

This Privacy Policy sets out the steps we take to protect your privacy and personal information. By using our Service, visiting our website, or otherwise interacting with us, our website or our platform, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other agreements between us.

This Privacy Policy should be read in conjunction with our [Terms of Service](#). Together, our Terms of Service and our Privacy Policy apply to your use of the Services and interactions with our website, our platform, and with us.

SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies to the handling of personal information collected by BlockFilm or on our behalf when you use our Service, visit our website, or otherwise interact with our platform or with us in any manner. Information that is aggregated and cannot be associated with an identifiable individual is not considered personal information.

This Privacy Policy does not apply to any applications or websites developed by third parties that we do not own or control, including links to such websites contained on our website. We are not responsible for their privacy practices or any of their content. Any privacy policies that apply to those other websites or services may differ substantially from our Privacy Policy, so we encourage you to read them before using those websites.

OUR COLLECTION OF PERSONAL INFORMATION

WHAT INFORMATION WE MAY COLLECT

The types of personal information that BlockFilm may collect about you include:

- your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us

when you sign up or sign in to the Website or our mobile application, or when you choose to participate in various activities related to the Website or our mobile application, such as online chat and message boards;

- your age or date of birth;
- your credit card information;
- a record of any communications, interactions or agreements we have with you;
- user information from social networking sites, including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts, if you connect your account to such social networks. If you are using our mobile application, this information may also include the contact information of anyone you invite to use and/or join our mobile application.
- if you use our website, your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Website from a mobile device.
- information from third parties, such as personal information or network friends, if you connect your account to the third party and allow the Website to access this information.
- personal and other information you may provide when entering contests or giveaways and/or responding to surveys; and
- any other personal information about you that you provide to us directly by any means.

HOW WE COLLECT IT

Generally, we collect personal information directly from you only (for example, when you sign up for or sign in to the Website or use the Service, access our website, communicate with us, or inquire about our business).

Personal information will sometimes be provided to us by third parties (for example, our service providers, business contacts and network, or recruiters). Where this occurs, we will comply with any obligations we may have under applicable privacy laws to notify you of our collection of your personal information.

In addition, when you use and access our public-facing website, we may use 'cookies' or other similar tracking technologies. Cookies are small files that store information on your computer, TV, mobile phone or other device. They help us track your website usage and remember your preferences. We may also use cookies to enable us to collect data that may include personal information. For example, where

a cookie is linked to your account, it will be considered personal information under applicable privacy laws. You can block the use of cookies by activating the settings in your browser. If you block cookies, you may not be able to access all or part of the content of our website.

We will handle any personal information collected by cookies in the same way that we handle all other personal information as described in this Privacy Policy, or as otherwise permitted or required by applicable privacy laws.

INFORMATION THAT YOU ENTER INTO OUR WEBSITE OR PLATFORM OR PROVIDE TO US

When you use our Service, the data that you enter into the website or the platform may contain personal information about other individuals, as defined by applicable privacy laws. You must ensure that you have obtained any required consents necessary in order for you to collect such personal information and to enter it into our website or platform, and for us to use the personal information to provide the Service and in accordance with this Privacy Policy.

If you provide us with personal information about someone else, you must ensure that you are authorized to disclose that information to us, and that we may collect, use and disclose it for the purposes described in this Privacy Policy. This means that you must take reasonable steps to ensure the individual concerned is aware of and/or consents to the various matters detailed in this Privacy Policy.

OUR USE OF PERSONAL INFORMATION

GENERALLY

BlockFilm uses personal information about you to enable us to provide you with the Service, interact with you about the Service or our business, or engage or employ you (or consider to do so).

For example, we may use your personal information for the following purposes:

- to verify your identity or your credit card details;
- to enable you to access and use, or inquire about, our website, Service and other software applications;
- to operate, protect, improve and optimize our website, Service and other software applications, business and our users' experience, such as to perform analytics (including e-mail tracking), conduct research or engage in advertising and marketing;
- to send you service, support and administrative messages, reminders, technical notices, updates, security alerts, and other information related to your use of the Service;
- to administer rewards, surveys, contests, or other promotional activities or events;
- to comply with our legal obligations, resolve any disputes that we may have with any of our users, and enforce our agreements with third parties;

- Fulfill and manage purchases, orders, payments, and other transactions related to the Website and our mobile application.
- Generate a personal profile about you to make future visits to the Website and our mobile application more personalized.
- Increase the efficiency and operation of the Website and our mobile application.
- Perform other business activities as needed.

BlockFilm will not use personal information for any other or new purpose except with your consent or as required or permitted by law.

FOR MARKETING PURPOSES

If we have obtained your consent, we may also use your personal information to promote and market our services and business to you, including through electronic methods such as email or SMS.

OUR SHARING OF PERSONAL INFORMATION WITH OTHERS

Notwithstanding anything in this Privacy Policy to the contrary, we may share any personal information that we hold about you to:

- our employees and related corporate entities. However, our employees must agree to adhere to this Privacy Policy. They are only permitted to access and use personal information necessary to perform their job-related functions and are not permitted to disclose this information to others;
- our third party suppliers and service providers (for example, our information technology providers, administrative services providers, or website operators). However, our service providers are only permitted to access and use personal information necessary to provide their services and are not permitted to disclose this information to others;
- a third party in connection with a sale or transfer of any of our assets or businesses. However, in the event the transaction is completed, your personal information will remain protected by applicable privacy laws. In the event the transaction is not completed, we will require the third party not to use or disclose your personal information and to completely delete such information;
- other users of the Website, Platform and/or our mobile application, with which you interact who may see your name, profile photo, and descriptions of your activity, including sending invitations to other users, chatting with other users, liking posts, following blogs.
- other users of the Website, Platform and/or our mobile application, who may view your comments, contributions or other content to the Website, Platform or our mobile applications. Such comments, contributions and other content may be publicly distributed outside the Website, Platform and our mobile application.

- any other person or organization to which you expressly authorize us to make disclosures, or to which disclosure is required or permitted by law.

We may also share any personal information that we hold about you when:

- we are legally required to do so, for instance in response to legal processes or court orders, to protect our legal rights or to defend against legal claims or demands; or
- we need to do so to investigate or take action in situations involving illegal activities, fraud, potential threats to personal safety, or abuse of our Service or platform or the internet in general (such as denial of service attacks, voluminous spamming or attempts to compromise the security of the website infrastructure or our Service of platform generally).

YOUR CONSENT AND YOUR RIGHT TO WITHDRAW CONSENT

By using our Service, visiting our website, or otherwise interacting with us or our website and/or platform, you consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy and any other agreements between us.

You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice. However, without such consent, BlockFilm may limit the Services it is able to provide you.

You may also opt out of receiving commercial emails at any time. To do so, simply click the link labeled “unsubscribe” or “opt-out” at the bottom of any commercial email we send you, or contact us using the contact details provided at the end of this Privacy Policy.

Please note that even if you opt-out of commercial communications, we may still need to contact you with important information about your account. If you have any questions about your choices or if you need any assistance with opting out, please contact us.

OUR TRANSFER OF PERSONAL INFORMATION OUTSIDE OF CANADA

When you use our Website, Platform and/or our mobile application, your personal information may be transferred to and/or stored in another country where we or our service providers operate. By signing up for or signing in to our website and by using our Service, you agree to such cross-border transfer of your personal information and understand that your information may be available to government authorities under lawful orders and laws applicable in foreign jurisdictions. We will strive to protect personal information disclosed to third parties by contractual agreements requiring that those third parties adhere to confidentiality and security procedures and protections.

Personal information that is collected through other means, including through our public-facing website, may be transferred to third party service providers and affiliates located outside of Canada, including in the United States. These service providers and affiliates assist us with our platform and website operations, provision of our Service, marketing and business communications, and cloud-based data storage. As a result, your personal information may be accessed by the courts and law enforcement and public authorities of such countries pursuant to local legislation. We will take reasonable steps to ensure that recipients of your personal information outside of Canada protect it from theft, loss or unauthorized use or disclosure.

INFORMATION SECURITY

We take reasonable steps to protect your personal information from theft, loss, and unauthorized access or disclosure. We use appropriate physical, administrative, and technical measures to protect your personal information.

However, the internet is not a completely secure environment, and we cannot guarantee the security of your personal information. By using our website, you acknowledge and agree that we make no such guarantee, and that you use our website at your own risk.

ACCESSING OR CORRECTING YOUR PERSONAL INFORMATION

If you would like to make a request:

- for a copy of any personal information that we hold about you, or,
- to correct, or, where relevant, erase the personal information we hold about you;

please contact us using the details provided below. In most circumstances, we will comply with your request. If we deny your request (or part of your request), we will tell you why. We may also need to verify your identity when you make any such request in relation to your personal information.

Obtaining a copy of your personal information may require payment of a fee not exceeding what is permitted by applicable law.

Certain personal information may need to be retained by BlockFilm for a period of time following cancellation of your account where necessary for our legitimate business purposes or required by applicable law.

MAKING A COMPLAINT

If you think we have violated an applicable privacy law, or you wish to make a complaint about the way we have handled your personal information, please contact us by using the details provided below.

Please include your name, email address and/or telephone number and clearly describe your complaint. We will acknowledge your complaint and respond to you regarding your complaint within a reasonable period of time.

CHANGES TO THIS PRIVACY POLICY

We may change our Privacy Policy from time to time by publishing changes to it on our website. The new version will become effective on the date it is posted, which will be listed at the top of the page as the new Effective Date. You should check our website periodically to ensure that you are aware of our current Privacy Policy.

CONTACT US

For further information about our Privacy Policy or privacy practices, to make a request in relation to your personal information or to make a complaint, please contact us using the details set out below:

by email: info@blockfilm.io.