

## CTMP Privacy Policy

This privacy policy (“Privacy Policy”) applies to the [www.canadiantiremotorsportpark.com](http://www.canadiantiremotorsportpark.com) website (“the Website”), email system and other electronic communications and business activities of Canadian Tire Motorsport Park, including its agents or affiliates (“CTMP”, “we” or “us”). By using the Website or our email service or engaging in any business activity with CTMP, you agree to be bound by this Privacy Policy.

The purpose of this Privacy Policy is to inform you about the types of personal information CTMP collects about you in the process of conducting its principal business activities. It explains how we use and disclose that information, the choices you have regarding such use and disclosure, and how you may correct that information.

This Privacy Policy sets out a summary of the principles and procedures that CTMP follows in meeting its privacy commitments and complying with the requirements of the laws and regulations under applicable privacy laws in Canada and Ontario, including, but not limited to, the federal *Personal Information Protection and Electronic Documents Act*. From time-to-time, we may make changes to this Privacy Policy. The Privacy Policy is current as of the “last revised” date which appears at the bottom of this page. We will treat personal information in a manner consistent with the Privacy Policy under which it was collected unless we have your consent to treat it differently. This Privacy Policy applies to any information we collect or receive about you, from any source.

### **Principle #1, Accountability: CTMP is Accountable for Your Personal Information in its Possession or Control.**

CTMP is accountable for all personal information in its possession or control. This includes any personal information that CTMP has collected about its customers, on-site guests and Website visitors.

CTMP has:

- established and put into effect policies and procedures aimed at properly protecting personal information;
- educated its staff regarding such policies and procedures and their roles and responsibilities in collecting and protecting personal information; and,
- appointed a Privacy Officer to oversee privacy issues at CTMP.

**Principle #2, Identifying Purposes: CTMP Identifies the Purposes for which it Collects Personal Information from You Before it is Collected.**

We generally identify the purposes for which we use your personal information at the time we collect such information from you and obtain your consent, in any case, prior to such use.

Some of the primary purposes for which we collect and use your personal information include:

- to provide services to you in your capacity as a CTMP customer, on-site guest or Website visitor;
- to complete a transaction with you when you purchase an event ticket(s) or purchase or use a product or service offered by us;
- to advise you of CTMP products, services or events that may be of interest to you;
- to send you electronic CTMP newsletters that may be of interest to you or to which you have subscribed;
- to conduct research and analytics for purposes that include, but are not limited to, better understanding CTMP customers, on-site guests and Website visitors, allowing you to provide feedback on products, services, and events, and producing data analytics and statistical reports;
- to present related but non-CTMP content and advertising that is customized to your interests;
- to respond to inquiries you submit;
- to establish and manage your CTMP Website user account;
- to customize the content presented to you when using the CTMP Website; and,
- to utilize certain CTMP Website services.

We may also use your personal information as otherwise permitted or required by law.

**Principle #3, Consent: CTMP Obtains Your Consent Before Collecting Your Personal Information.**

We explain your options and obtain your implicit or explicit consent at the time of or prior to collecting, using or disclosing your personal information. We will always collect your personal information by fair and lawful means (for example, when you order event tickets or purchase a product or service from us). We also collect your personal information where we have obtained your consent to do so or as otherwise permitted or required by law.

Where it is reasonable to do so, or permitted by law, we may rely on implied consent.

Except as required to process a transaction, to maintain records of CTMP or as required or permitted by law, providing us with your personal information is voluntary. You may withdraw or modify your consent at any time, subject to legal and contractual restrictions, provided that reasonable notice is given to us. If you withdraw your consent to receive information regarding certain products, services or events being offered by us, you may not be made aware of the same. Refusal or withdrawal of consent from use of personal information by the CTMP Website may result in our being unable to provide you with CTMP Website products, services or event information.

Occasionally, CTMP Website, service and event updates are emailed to users. If you do not wish to receive such mailings, you may request to be removed from this electronic mailing list at any time by contacting our Privacy Officer (see contact information under Principle #10). You should understand, however, that if you are removed from the mailing list you may not be made aware of the status or availability of certain CTMP Website products, services or events.

Personal information is any information that is identifiable to you. This information may include, but is not limited to, your name, mailing address, phone number, email address, and credit card number(s).

**Principle #4, Limiting Collection: CTMP will only Collect Personal Information for Specific, Identifiable Purposes.**

CTMP will limit the amount and type of personal information it collects as reasonable and appropriate under the circumstances. The information collected will be by fair and lawful means.

**Principle #5, Limiting Use, Disclosure and Retention: CTMP Discloses Your Personal Information only for Purposes for which it has Consent, or as Permitted or Required by Law. CTMP Retains Personal Information only as Long as Necessary to Fulfil those Purposes.**

We identify to whom, and for what purposes, we disclose your personal information, at the time of or prior to collecting such information from you, and obtain your consent to such disclosure.

For example, we may:

1. Share your personal information with affiliates, sponsors, or third-party service providers with whom we have a contracted agreement that includes appropriate privacy standards, such as service providers that provide computer communication services support or data storage or processing—for the purpose of, for example, providing customer benefits or facilitating commercial or financial transactions with us;
2. disclose your personal information to such persons and for such purposes for which you provide your consent; and,
3. disclose your personal information as otherwise permitted or required by law.

We may keep a record of your personal information, correspondence or comments in a file specific to you. We will utilize, disclose or retain your personal information for as long as necessary to fulfil the purposes for which it was collected and as permitted or required by law.

Occasionally, we may disclose or hold your personal information outside of Canada, and while outside of Canada it may be subject to access by regulators in accordance with the laws of those jurisdictions.

**Principle #6, Accuracy: CTMP Endeavours to Keep Accurate, Complete, and Up-to-Date, Personal Information in its Possession or Control.**

We will ensure that your personal information is kept as accurate, complete and up-to-date as possible based on information provided to us by you. We expect you, from time-to-time, to supply us with written updates to your personal information, if applicable. On the CTMP Website your personal information may be updated by accessing the user account you created and updating your profile.

**Principle #7, Safeguards: CTMP Protects the Privacy of Personal Information in its Possession or Control by Using Security Safeguards Appropriate to the Sensitivity of the Information.**

We have implemented physical, organizational, contractual and technological security measures to protect your personal information from loss or theft, unauthorized access, disclosure, copying, use or modification. The only employees who are granted access to your personal information are those with a business “need-to-know” or whose duties reasonably require such information. You can visit our CTMP Website without telling us who you are or revealing any information about yourself, including your email address. However, our web server may collect the IP address and domain you used to access our CTMP Website, the type and version of web browser and operating system you are using, the number, duration and frequency of visits to our CTMP Website and the CTMP Website you came from and visited next. This anonymous information cannot be traced to a specific individual user—it is used by us simply for the purposes of analytics—for example, to measure the number of visits, average time spent, page views, most popular preferences and other statistics about visitors to the CTMP Website and to determine the characteristics in which users use our CTMP Website and products and services. We may use this data to monitor CTMP Website performance for systems administration purposes, to make the CTMP Website easier and more convenient to use, to improve our services and to track information in aggregate form (e.g., how many visitors use the CTMP Website). This helps us better understand our CTMP Website traffic, visitor behavior and the impact of marketing or advertising campaigns, content and email-driven traffic. By having access to such deeper data insights, we are able to measure, re-evaluate content offerings, map customer buying journeys and provide you with a more personalized visitor site experience, enabling demographic and interest reporting.

We use cookies, that is, small files that your Web browser places on your computer’s hard drive, to remember a user’s code, subscriptions, and preferences while the user is visiting the CTMP Website, to facilitate navigating different pages on the CTMP Website, to personalize the users experience when returning to the CTMP Website, to monitor progression through the CTMP Website, to identify opportunities to improve the user experience, and to customize ads you see when visiting the CTMP Website, and third party sites where applicable.

Our CTMP Website contains security mechanisms that protect against the loss, the misuse and the modification of information under our control.

Our CTMP Website may provide links to third party web sites. Our Privacy Policy does not extend to these third-party web sites and it is recommended that users read the privacy policies of these web sites. We are not responsible for the content of, or the privacy practices employed by, third party web sites.

Please note that it is your responsibility to protect your user account ID and password information. If this information is disclosed the privacy of your information cannot be assured.

We will ensure that our affiliates, sponsors, and contracted third party service providers who have access to personal information observe and honour this Privacy Policy.

**Principle #8, Openness: CTMP is Open about the Procedures it uses to Manage Personal Information.**

Up-to-date information on CTMP's privacy policies can be obtained from our Privacy Officer (see contact information under Principle #10). We will endeavour to ensure that access to our Privacy Policy and related practices is relatively easy.

**Principle #9, Individual Access: CTMP Responds on a Timely Basis to Requests from CTMP Customers about their Personal Information.**

We will generally make available to you any personal information that we have collected about you, utilized or disclosed, upon your written request, to the extent permitted or required by law. We will make such information available to you in a form that is generally understandable, including explaining any abbreviations or codes. Personal information of CTMP customers may be reviewed and updated by accessing their user profile created on the CTMP Website.

**Principle #10, Challenging Compliance: You can Challenge CTMP's Privacy Compliance with Your Personal Information.**

You can at any time, challenge the accuracy or completeness of the personal information we have which is related to you. Where we validate your identity, and you successfully demonstrate the

inaccuracy or incompleteness of your personal information, we will amend the personal information as required. Where appropriate, we will transmit the amended information to third parties having access to your personal information.

We will attempt to respond to each of your written requests not later than thirty (30) days after receipt of such requests. We will advise you in writing if we cannot meet your requests within this time limit. You have the right to make a complaint to the federal Privacy Commissioner in respect of this time limit.

We will not assess any costs to you for access to your personal information or to our Privacy Policies or practices without first providing you with an estimate of the approximate costs, if any. We may request that you provide sufficient identification to permit access to the existence, use or disclosure of your personal information. Any such information shall be used only for this purpose.

All comments, questions, concerns or complaints regarding your personal information or our Privacy Policy should be forwarded to our Privacy Officer as follows.

By mail:  
Canadian Tire Motorsport Park,  
3233 Concession Road #10,  
Bowmanville, ON L1C 3K6  
Attn: Privacy Officer

By e-mail: [info@ctmpark.com](mailto:info@ctmpark.com)

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