

ATHLETE ERA PRIVACY POLICY

1. THIS POLICY

This Privacy Policy (this "Policy") is incorporated into and forms part of the ATHLETE ERA TERMS OF SERVICE AGREEMENT (the "Terms of Service") of this website (this "Website"). USE OF THIS WEBSITE CONSTITUTES YOUR EXPRESS AND UNCONDITIONAL ACCEPTANCE OF THE TERMS OF USE. PLEASE READ THE TERMS OF USE CAREFULLY. IF YOU DO NOT AGREE TO ANY OF THE TERMS OF USE, DO NOT ACCESS OR USE THIS WEBSITE OR APPLICATION.

Athlete Era Inc. ("ATHLETE ERA") recognizes the importance of maintaining and protecting the privacy of personal information. This Policy relates only to the information ATHLETE ERA may collect through use of this Website and how such information may be used and disclosed by ATHLETE ERA.

2. WEBSITE PRIVACY

ATHLETE ERA does not collect personally identifiable information through this Website or application unless a user voluntarily sends such information email through a link on this Website, through signing up for an account as required to use the Service (an "Account"). Any communication with ATHLETE ERA is subject to the Terms of Use. ATHLETE ERA only uses personally identifiable information for the purposes of responding to any inquiries we receive from you. ATHLETE ERA will not disclose to anyone any personally identifiable information collected through the Website unless:

- we have your consent to do so (express or implied);
- we have a good faith belief that disclosure of the information is necessary to protect our rights or property; or
- we are required to do so by law.

ATHLETE ERA employs "cookies" on this Website. Cookies are small pieces of text downloaded to your computer or mobile device when you visit a website. Cookies track your visits to this Website and provide services such as remembering your preferences and settings, showing advertisements that are relevant to your interests, and personalizing your experience on this Website. Some cookies known as "analytic cookies" are used to gather information, but

this information does not directly identify you. The information collected is anonymous, but allows us to see the overall patterns of usage. ATHLETE ERA may use such technical information for purposes such as improving the operation of this Website, improving the Content and for compiling statistical information about the use of and access to this Website. ATHLETE ERA will not attempt to associate any anonymous technical information collected with any personally-identifiable information unless:

- we have your consent to do so (express or implied);
- we have detected, or reasonably suspect, an attempt to damage or breach the security of this Website; or
- we are required to do so by law.

3. DATA

The Website does not automatically gather personal information about you. The types of personal information we collect and share depend on your use of the Website and its functions. We generally collect the following types of information (collectively, the “Data”):

- Personal information – We may collect certain personal information including, but not limited to, your name, address, email address, telephone numbers, contact information and other similar information from which your identity is discernible. We will only collect personal information if you voluntarily supply it.
- Access and login information – We may record certain information regarding your access to the Website such as what areas you visit and what services you access. These logs may include information such as your personal data, your interaction with the service, internet protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser or your account.
- Communications – Email or other communications you send to us may be retained in order to process your inquiries, respond to your requests and improve services to you.
- Third party applications or services – We may make available third-party applications and services through the Website. The information collected by ATHLETE ERA when you access a third-party application or service is processed under this Privacy Policy. However, any information collected by the third-party application is governed by the privacy policy of such third party.
- Links to other websites – The Website may contain links to other websites. This Privacy Policy applies to the Website only. We do not exercise any control over any third-party sites linked or displayed on the Website.

These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you. You should review the privacy policies of those third-party websites so you can understand how they collect, use and share your information.

This Privacy Policy applies solely to Data we collect via the Website, and does not apply to information we collect in any other fashion. Please remember that if you post any of your personal information in public areas the Website, such as in online forums or chat rooms, such information may be collected and used by others over whom ATHLETE ERA has no control. We are not responsible for the use made by third parties of information you post or otherwise make available in public areas of the Website.

We strive to protect your Data from unauthorized access, use, or disclosure using reasonable technical and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration or disclosure. However, the use of such measures is not, and should not be considered to be, any type of guarantee or warranty by us that your Data will not be accessed by third parties or that third parties will never be able to defeat those measures or use your personal information for improper Purposes.

We collect and use your Data to:

- Provide products, services and information to you;
- Communicate with you regarding updates to the Website products, services and information;
- Foster positive user experience;
- Operate and improve the Website products, services and information;
- Inform you of other products, services or information available from ATHLETE ERA or its affiliated entities;
- Contact you about your opinion of existing or potential products, services or information provided via the Website;
- Respond to your feedback, queries or requests;
- Create products, services and information that may meet your needs;
- Better tailor and improve the features of offered products, services and Information.

This Website may contain hypertext links to other third-party websites which are not governed by this Policy. ATHLETE ERA is not responsible for the privacy practices or policies of third-party websites or the owners or operators thereof. Except as set forth in this Privacy Policy, we do not disclose your Data to third parties. ATHLETE ERA only shares your Data with other companies or

individuals outside of ATHLETE ERA in the following limited circumstances:

- We have your consent;
- We provide such information to our subsidiaries, affiliated companies or other trusted businesses, service providers or persons performing functions and providing services on our behalf. Such third parties will have access to your personal information as necessary to perform their functions but will be contractually governed through signed contracts and agreements and may not share that information with any other party;
- We have a good faith belief that access, use, preservation or disclosure of such personal information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or enforceable governmental request; (b) enforce applicable terms of service, including investigation of potential violations thereof; (c) detect, prevent, or otherwise address fraud, security or technical issues; or (d) protect against harm to the rights, property or safety of ATHLETE ERA, its users or the public as required or permitted by law;
- We may also share aggregated anonymous information about visitors to the Website with our clients, partners and other third parties so that they may understand the kinds of visitors that visit the Website and how those visitors use the Website;
- We also may share your information with our marketing, technical, accounting, legal or other professionals to assist us in our business operations.

4. ACCOUNT INFORMATION

ATHLETE ERA may send you newsletters, commercial e-mails or other communications that may be of interest to you from the Website or third parties. You may opt-out at any time by editing your Account as described above. Likewise, if you previously opted not to receive such communications, you may later opt-in by editing your Account.

You may review, delete, correct, update or change your information on the Website at any time by simply logging into your account.

You may also:

- remove your Account and information from the Website; or
- elect to no longer receive services from us.
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If you wish to remove your Account and/or personal information from the Website, or elect to no longer receive services from us, please contact us using the contact information provided below.

5. AMENDMENTS

ATHLETE ERA reserves the right to, at any time and from time to time, add to, change, update or modify this Policy by posting such change, update or modification on this Website. Your use of this Website after such amendments are posted by ATHLETE ERA signifies your acceptance of any revised terms of this Policy. You are responsible for periodically visiting this webpage to review the terms and conditions of this Policy. You may not change, modify or amend this Policy in any manner.

6. HOW TO CONTACT US ABOUT YOUR PRIVACY

If you have any questions about this Privacy Policy, please contact:

- Athlete Era Inc.
- E-Mail: hello@athleteera.ca
- Attention: Privacy Policy