



## **PRIVACY POLICY**

**PLEASE READ THIS POLICY CAREFULLY. IF YOU DO NOT AGREE WITH THIS POLICY, YOU SHOULD NOT ACCESS OR USE THE DAY4ENERGY.COM WEBSITE.**

Day4 Energy Inc. ("Day4 Energy") has developed this website (the "Site") as an electronic resource containing information about our company and its products and services, and as an online forum for constructive discussion regarding sustainable energy. Day4 Energy only collects personally identifiable data when it is voluntarily submitted by users of the Site. This Privacy Policy ("Policy") describes the information that Day4 Energy collects from or about you, how we use it, and to whom we disclose it.

Any capitalized terms that are not defined in this Policy shall have the meanings ascribed to them in the Site [Terms of Use](#), into which this Policy is incorporated by reference.

This Policy was last updated on August 12, 2011. Day4 Energy reserves the right to revise this Policy at any time. Any changes to this Policy will be promptly communicated on this page, and will not go into effect until at least five (5) days after they are posted. You should review this Policy each time that you access the Site.

### **Privacy Officer**

Day4 Energy respects the privacy of every individual who visits the Site and is committed to maintaining the accuracy, confidentiality and security of your personal information. Day4 Energy has designated a Privacy Officer for the purpose of ensuring that information about its policies and practices relating to the management of personal information is easily accessible, and that the company complies with this Policy. Any questions, comments or complaints regarding this Policy, Day4 Energy's use of your personal information, and/or Day4 Energy's adherence to this Policy should be directed to the Privacy Officer as follows:

Email: [privacy@day4energy.com](mailto:privacy@day4energy.com)

### **Consent**

By using this Site or by providing your information to us, you signify your consent to the collection, use and disclosure of your personal information in accordance with this Policy. If you do not wish to receive ongoing communications from Day4 Energy, you may opt out of the initial communication that we send to you. If you do not choose to opt out when the initial notice is sent, your name and email will continue to be on our mailing list unless and until you ask us to remove it. You may change or withdraw your consent to receive any communications, and/or to withdraw your consent to the collection, use or disclosure of your personal information at any time by contacting our Privacy Officer at the address set out above. All communications regarding the change or withdrawal of consent must be in writing and addressed to our Privacy Officer at that address. In some circumstances, a change in or withdrawal of consent may affect your ability to use the Site and/or our ability to provide you with information, products or services.

### **Minors**

Day4 Energy is not targeted towards or intended for use by minors. The Site may only be used by those who are 19 years of age or older. Day4 Energy does not intentionally collect or retain personal information from minors, and we will use all reasonable steps to remove any personal information in our databases from users who we learn are minors.

### **Information Collected**

For the purposes of this Policy, "personal information" means any data that identifies you as an individual or is capable of doing so. Personal information may include (but will not necessarily be limited to) information about your product and service subscriptions and usage, credit information, billing records, service and any recorded complaints. Personal information does not include general, statistical or aggregated information, or publicly available information such as a public directory listing of names, addresses, telephone numbers or electronic addresses.

We collect personal information when you request information from us or our affiliates or otherwise contact us or any of our affiliates or partners. This information may include, but is not necessarily limited to, your contact information (such as your name, address, email address and telephone number).

We may also collect personal information when you apply for employment with us.

You may visit the Site without telling us who you are, or revealing any information about yourself. However, like many organizations' websites, our web server automatically collects certain non-identifying information related to your visit to the Site, including the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the type and version of the browser that you are using, the date and time you accessed the Site, the Internet address of the website from which you linked directly to our Site, the operating system that you are using, and the pages of the Site that you have visited. We make no attempt to link this information with the identity of individuals visiting the Site. We may, however, review server logs and anonymous traffic statistics for security purposes, for example to detect intrusions into our network, and to monitor the aggregate viewership of the pages. The possibility therefore exists that server log data, which contains visitors' IP addresses, could in instances of criminal malfeasance be used to trace and identify individuals. In such instances, raw data logs would be shared with appropriate investigative bodies authorized to investigate such security breaches.

Subject to the license set out in the Site [Terms of Use](#) to use any Contributions that you make to the Site, you agree that if you provide comments or feedback to us, such comments or feedback become the property of Day4 Energy and we may use and disclose them for any purpose provided that we do not associate them with your personally identifiable information.

#### **Cookies and Web Beacons**

Day4 Energy does not use "cookies", web beacons, or similar technologies to track visitors to the Site.

#### **Links to other Websites**

The Site may contain optional links to Third Party Sites that may collect data from you or your computer. Day4 Energy does not own, operate or exercise any control over such Third Party Sites. THIS POLICY APPLIES ONLY TO THE DAY4 ENERGY SITE; THIS POLICY DOES NOT APPLY TO THIRD PARTY SITES. Please be aware that the use of any Third Party Site is at your own risk, and that Day4 Energy cannot assume responsibility for the privacy practices, policies or actions of the third parties who operate those websites. Before visiting a Third Party Site by means of this Site or a link located on this Site, you should review and understand the Third Party Site's terms of use, privacy policy, and other site policies and documentation.

#### **Purpose - Why We Collect, Use and Disclose Information**

The information that we collect is used and disclosed for business purposes only. These include:

- to establish, maintain and manage a business relationship with you so that we may provide you with the information that you have requested;
- to enable us to review your requests for information so that we may better understand your requirements, and to satisfy those requests;
- to obtain feedback regarding our products and services;
- to develop, implement, market and manage customer services;
- to obtain feedback regarding the Site, and our ability to address your needs;
- obtain feedback regarding our products and services;
- to create a record of your involvement with us;
- to enable our affiliates, trade partners, and other interested parties to contact you directly;

- to provide you with information and promotional materials regarding Day4 Energy, its products and services, and any third party products and services that are promoted on the Site;
- to conduct surveys and contests;
- in the case of employment inquiries, to evaluate and assess candidates;
- to protect us against error, fraud, theft or damage to our goods, our business or our property;
- to comply with any legal or regulatory requirements, including reporting requirements, applicable laws, and any search warrants, subpoenas or court orders;

Personal information may also be used for any other reasonable purpose for which you provide consent. Normally, Day4 Energy will seek consent to use personal information for a purpose not already set out in this Policy at the time of collection of that information. In certain circumstances, consent with respect to the use or disclosure of personal information may be sought after the information is collected, but before it is used.

We may collect, use or disclose your personal information without your knowledge or consent where we are permitted or required to do so by applicable law, government request or court order, or based upon our good faith belief that it is necessary to do so in order to comply with such law, request or court order or to protect our assets, the users of the Site or the public.

Day4 Energy may share your information with its affiliates, who will use it only in accordance with this Policy, and where appropriate, with its trade partners. Your personally identifiable information is never sold. Although we may use an intermediary to conduct surveys or contests, they are not authorized to use your personally identifiable information for any secondary purposes.

#### **Accuracy / Access**

It is important that the information contained in our records is accurate, complete and up-to-date. Unless otherwise mandated by law, you have the right to be informed of the existence, use and disclosure of any of your personal information contained in our records, and to verify its accuracy, currency and completeness. You should advise us immediately if you discover inaccuracies in our data or if your personal information changes, or if you wish to have your information removed from our files. All notices and requests should be in writing and sent to the Privacy Officer at the address set out above.

In some circumstances, we may not agree to your request to disclose or change your personal information for legal or other reasons. You may challenge any such decision by contacting the Privacy Officer at the email address set out above.

#### **How Information Is Protected / Safeguards**

We are committed to protecting the security of your personal information. Day4 Energy endeavours to maintain reasonable security measures which are designed to protect your personal information from loss and unauthorized access, copying, use, modification and disclosure. All security measures will be appropriate to the sensitivity of the personal information disclosed, and will include the storage of information in locked facilities and/or on password protected storage media, employee access on a "need to know" basis, and disclosure to affiliates and trade partners subject to agreements regarding confidentiality.

Unfortunately, no security technology can be guaranteed to be failsafe. As a result, while Day4 Energy strives to protect your personal information, no company, including Day4 Energy, can fully eliminate security risks associated with personal information. You agree that your use of the Site and transmission of any information is at your own risk. Day4 Energy cannot warrant the security of any information that is

transmitted to or from us, and we cannot be responsible for the actions of any third parties who receive such information.

Subject to any legal requirements to retain or delete information, unless you request that your personal information be removed from Day4 Energy's files, it will be retained only as long as necessary for the fulfillment of the purposes for which it was collected. You acknowledge that, due to technological constraints, some deleted information may continue to exist on back-up media.

**Governing Law**

You agree that your access to and use of the Site, including this Policy, is governed exclusively by the laws of the Province of British Columbia and the federal laws of Canada applicable therein (excluding conflicts or choice of laws principles). Any contract formed through the use of the Site will be deemed to have been formed and executed within the Province of British Columbia, Canada. The courts of the Province of British Columbia shall have exclusive jurisdiction over all matters arising under this Policy or otherwise in connection with your use of the Site. The application of the United Nations Convention on Contracts for the International Sale of Goods is hereby expressly excluded.

**Questions or Concerns**

If you have any questions or concerns about this Privacy Policy, please contact our Privacy Officer at the address set out above.