

## Privacy Policy

*Last Updated: March 31, 2023*

This privacy notice for B Ready Event Group ('Company', 'we', 'us', or 'our'), describe how and why we might collect, store, use, and/or share ('process') your information when you use our services

('Services'), such as when you:

- Visit our website at: <https://www.breadyeventgroup.ca/>
- Engage with us in other related ways, including any sales, marketing, or events

**Questions or concerns?** Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [readybrent@gmail.com](mailto:readybrent@gmail.com).

### SUMMARY OF KEY POINTS

*This summary provides key points from our privacy notice.*

**What personal information do we process?** When you visit, use, or navigate our Services, we may process personal information depending on how you interact with B Ready Event Group and the Services, the choices you make, and the products and features you use.

**Do we process any sensitive personal information?** We do not process sensitive personal information.

**Do we receive any information from third parties?** We do not receive any information from third parties.

**How do we process your information?** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with the law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

**In what situations and with which types of parties do we share personal information?** We may share information in specific situations and with specific categories of third parties.

**How do we keep your information safe?** We have organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

**How do you exercise your rights?** The easiest way to exercise your rights is by submitting a request by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

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## **WHAT INFORMATION DO WE COLLECT?**

### **Personal Information you disclose to us**

*In Short: we collect personal information that you provide to us.*

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

*Personal Information Provided by You.* The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features your use. The personal information we collect may include the following:

- Names
- Phone numbers
- Email addresses

We do not process Sensitive Information.

### **Information Automatically Collected**

*In Short: some information, such as your Internet Protocol (IP) address and/or browser and device characteristics – is collected automatically when you visit our Services.*

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

- *Log and Usage Data.* Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps'), and hardware settings).
- *Device Data.* We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.
- *Location Data.* We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services.

## HOW DO WE PROCESS YOUR INFORMATION?

*In Short: we process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.*

**We process your personal information for a variety of reasons, depending on how you interact with our Services, including:**

- **To deliver and facilitate delivery of services to the user:** we may process your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users:** we may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.
- **To fulfill and manage orders:** we may process your information to fulfill and manage your orders, payments made through the Services.
- **To send you marketing and promotional communications:** we may process the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time.
- **To deliver targeted advertising:** we may process your information to develop and display personalized content and advertising tailored to your interests, location and more.
- **To post testimonials:** we post testimonials on our Services that may contain personal information like names.
- **To administer prize draws and competitions:** we may process your information to administer prizes and competitions.
- **To evaluate and improve our Services, products, marketing and your experience.** We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing and your experience.

- **To determine the effectiveness of our marketing and promotional campaigns.** We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.

## **WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?**

*In Short: we only process your personal information when we believe it is necessary and we have a valid legal reason to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfill our contractual obligations, to protect your rights, or to fulfill our legitimate business interests.*

We may process your information if you have given us specific permission (i.e. express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e. implied consent). You can withdraw at any time by contacting us.

In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including, for example:

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- If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way
- For investigations and fraud detection and prevention
- For business transactions provided certain conditions are met
- If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim
- For identifying injured, ill, or deceased persons and communicating with next of kin
- If we have reasonable grounds to believe an individual has been, is, or may be victim of financial abuse
- If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province
- If disclosure is required to comply with a subpoena, warrant, court order, or rules of the court relating to the production of records
- If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced
- If the collection is solely for journalistic, artistic, or literary purposes
- If the information is publicly available and is specified by the regulations

## **WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?**

*In Short: We may share information in specific situations described in this section and/or with the following categories of third parties.*

**Vendors, Consultants, and Other Third-Party Service Providers.** We may share your data with third party vendors, service providers, contractors, or agents (**'third parties'**) who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organization apart from us. They also commit to

protect your data they hold on our behalf and to retain it for the period we instruct. The categories of third parties we may share personal information with are as follows:

- Data Analytics Services
- Communication & Collaboration Tools
- Sales & Marketing Tools
- Social Networks
- Website Hosting Services Providers

We also may need to share your personal information in the following situations:

- Business Transfers: we may share or transfer your information in connection with, or during negotiations of, any merger, sale, of company assets, financing, or acquisition of all or a portion of our business to another company
- When we use Google Maps Platform APIs: we may share your information with certain Google Maps Platforms APIs (e.g. Google Maps API). We obtain and store on your device ('cashe') your location. You may revoke your consent anytime by contacting us at the contact details.

#### **DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?**

*In Short: we may use cookies and other tracking technologies to collect and store your information.*

We may use cookie and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use technologies and how you can refuse certain cookies is set out in our Cookie Notice.

#### **HOW LONG DO WE KEEP YOUR INFORMATION**

*In Short: we keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.*

We will only keep your personal information for as long as it is necessary for the purposes outlined in this privacy notice unless otherwise required by law. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible, then we will securely store your personal information and isolate it from any further processing until deletion is possible.

#### **HOW DO WE KEEP YOUR INFORMATION SAFE?**

*In Short: we aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect

your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

#### **DO WE COLLECT INFORMATION FROM MINORS?**

*In Short: we do not knowingly collect data from or market to children under 18 years of age.*

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 years of age. If you are under 18 years of age, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under 18, please contact [readybrent@gmail.com](mailto:readybrent@gmail.com)

#### **WHAT ARE YOUR PRIVACY RIGHTS?**

*In Short: in some regions, such as Canada, you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.*

**Withdrawing your consent:** if we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided.

**Opting out of marketing and promotional communications:** you can unsubscribe from our marketing and promotional communications at any time by clicking the unsubscribe link in the emails that we send, or by contacting us.

**Cookies and similar technologies:** most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services for our Services.

If you have questions or comments about your privacy rights, you may email us at [readybrent@gmail.com](mailto:readybrent@gmail.com)

#### **CONTROLS FOR DO-NOT-TRACK FEATURES**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ('DNT') feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

## **DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?**

*In Short: yes, if you are a resident of California, you are granted specific rights regarding access to your personal information*

California Civil Code Section 1798.83, also known as the 'Shine The Light' law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with Services, you have the right to request removal of unwanted data that you publicly post on the Services. To request removal of such data, please contact us using the contact information provided below and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g. backups, etc.).

## **DO WE MAKE UPDATES TO THIS PRIVACY POLICY**

If you have questions or comments about this notice, you may email us at [readybrent@gmail.com](mailto:readybrent@gmail.com).

## **HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?**

Based on the applicable laws of your country, you may have the right to access to the personal information we collect from you, change that information, or delete it. To request to review, update, or delete your personal information, please contact us.