

## Peep Inc. Privacy Policy

The intent and mission for Peep is to provide a safe place for you to manage your online reputation while making better decisions about the people around you. You will be able to recommend and be recommended by the people in your network in the following three categories: Professional, Personal, and Dating. As part of this endeavour users of the Application and Services will provide various personal information to Peep. This Privacy Policy sets out our policies and procedures regarding the collection, use, and disclosure of personal information you provide in connection with your access to our Application and use of the Services. This policy covers all such use and access whether it be by way of Applications, emails or mobile applications. Whenever we use the terms "**we**", "**us**", and "**Peep**" we refer to Peep Inc., a Alberta, Canada corporation. When you access any Peep Application or use any Peep Services, you expressly consent to our collection, use, and disclosure of your personal information as described in this Privacy Policy.

Certain capitalized terms contained in this Privacy Policy may be defined in our Terms of Use or "**Terms**" which you are directed to review and acknowledge.

### 1. APPLICATION

This Policy applies whenever you are accessing the Application or using the Services, and regardless of geographic location of such access or use.

### 2. INFORMATION COLLECTION

In order to create an account with Peep, access the Application and use the Services, you must create a personal account which includes, at a minimum, a Facebook account, your first and last name, mobile number, and photo. You will also be required to acknowledge your agreement with our Terms of Use and this Privacy Policy.

### 3. USE AND DISCLOSURE

The purpose of the Peep Application and Services is to allow individuals to provide recommendations of other users of the Application and Services. By creating an account and providing your personal information you may be recommended, and your name will be associated with these recommendations if they are posted on your profile. By creating a membership account and providing personal information you are expressly and voluntarily agreeing to our Terms of Use and freely accepting and agreeing to our processing of your personal information in ways set out by this Privacy Policy, or Terms and elsewhere within the Application. You acknowledge that you understand this intent and purpose of Peep and the Application that the personal information that you provide as part of your membership account is subject to public disclosure, including your recommendations, photos, comments and account profile. We may display this information through the Application or Services, share it with other users, and distribute it to a wider audience through third party Applications, Sites, and services. You understand and acknowledge that by creating an account, that your identity will be published on the Application and as part of the Services. If you are not in agreement with this publication and disclosure you should NOT create an account or provide any personal information.

### 4. OTHER DISCLOSURE

In addition to the use and disclosure of your personal information as stated above, we may also share your personal information in the following circumstances: (a) whenever required by law, (b) with third party service providers, (c) with and between related Applications and mobile applications, (d) if Peeple or the Application or Services are sold, and (e) as may be permitted elsewhere in this Policy or the Terms.

## 5. YOUR CONTROL

You have the following controls:

- 100% opt in.
- Ability to deactivate your profile.
- Full control over what goes live on your profile.
- In the settings you can change your profile picture, and the 3 key words to describe yourself as well as your single status.
- Dating section is only active if you are single and the person you are recommending is single.
- All recommendations you write can be edited, deleted, and deactivated by you.
- Ability to report and block other users.

## 6. COOKIES

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. We use cookies to allow you to autofill content.

If you do not wish to accept cookies, you can modify your browser preferences to reject them. However, if you choose to reject all cookies, you may be unable to use parts of the Application or Services.

## 7. RETENTION

Peeple maintains records of user information at all times when such user is an active member of the Application and Services, as well as after termination for the benefit of the user should the user re-activate, and generally to be used by Peeple for data review purposes to potentially improve the user experience and Application. If you desire for your user information to no longer be maintained and destroyed by Peeple, you must request then when de-activating your account.

## 8. PROTECTION

While Peeple endeavors to maintain commercially reasonable physical, electronic and procedural safeguards to protect your personal information, it is possible that third parties may unlawfully intercept or access transmissions or private communications over the internet or other unsecured transmission. We request that our operational service providers follow similar standards of security and confidentiality.

9. APPLICABLE LAWS

The Application and Services are owned and operated by Peep Inc., an Alberta, Canada corporation. This Privacy Policy, your use of the Application and Services, and your relationship with Peep shall be governed by the Laws of the Province of Alberta, regardless of the geographic location where any action is commenced, where the alleged violation occurred, or wherever you use or access the Application or Services. You hereby specifically attorn to the exclusive jurisdiction of the courts of the Province of Alberta, and waive any defense of forum non conveniens to a claim brought in such court.

10. CONSENT

By using the Peep Application or Services, you acknowledge your understanding of this Privacy Policy and agree to adhere to this Privacy Policy, and in addition consent to all of the other Terms regarding the use of the Application, the Services, and regarding the use of your personal information. If you have any questions about the way that your information is used or disclosed, or if you have questions regarding compliance with this Policy, please contact our Privacy Officer at the following email [privacy@forthepeople.com](mailto:privacy@forthepeople.com).