

This policy (the "Privacy Policy") applies to the <https://www.thebynggroup.com> website (the "Website").

## **ACCEPTANCE OF PRIVACY POLICY**

By using the Website, you agree to be bound by the Privacy Policy.

## **USE OF PERSONAL INFORMATION**

The Byng Group Inc. ("Byng") owns and operates the Website and is committed to protecting the privacy of its users. Byng does not collect personal information about individual users except: (a) when such personal information is provided to Byng on a voluntary basis; (b) to monitor traffic of the Website; (c) to determine the future direction of the Website including any necessary technical upgrades; and (d) to contact you regarding future services or opportunities related to Byng's and its affiliates' business (collectively, the "Business").

Personal information about users will not be sold or otherwise transferred to unaffiliated third parties without the user's approval; provided, however, that the Owner reserves the right to disclose personal information: (a) to its affiliates, subsidiaries, and related entities for purposes related to marketing services or opportunities related to the Business; and (b) if such disclosure is made pursuant to a legal proceeding or as required by law.

If you do not wish to be included in future marketing efforts related to the Business, please notify Byng by regular mail at 511 Edgeley Boulevard, Unit #2, Concord, Ontario L4K 4G4 or by email at [customerservice@thebynggroup.com](mailto:customerservice@thebynggroup.com). Notwithstanding the foregoing, Byng reserves the right to contact you regarding matters relevant to your continued use of the Website, or any information about you that is held by Byng. Byng further reserves the right to conduct statistical analyses using data collected through the Website on an anonymous and aggregated basis in order to measure interest in and use of the Website, and to provide the results of such analyses to third parties.

## **PRIVATE COMMUNICATIONS**

Byng will not monitor, edit, or deliberately disclose private communications unless: (a) required to do so by law; (b) you grant it permission to do so; or (c) in the good faith belief that such action is necessary to: (i) comply with the law; (ii) comply with any legal process that is served on Byng; or (iii) protect or defend the rights or property of Byng. However, you acknowledge that: (A) there are security and privacy limitations of the Internet which are beyond the control of Byng; (B) the security, integrity, and privacy of any information and data exchanged between you and Byng through the Website cannot be guaranteed; and (C) any such information and data may be viewed or tampered with in transit by a third party.

## **COOKIES**

The Website uses cookies. Cookies are small data files containing information to specify unique preferences and to provide personalized content. Cookies automatically collect information such as your browser type, time and length of your visit, and any personal information you agree to provide. Most browsers are initially set up to accept cookies, but visitors to the Website always have the option of disabling cookies, and you can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, if you refuse cookies, you may be limited in some areas of the Website.

## **YOUR RIGHTS**

At your written request, Byng will: (a) provide access to your personal information that is in Byng's records; and/or (b) allow you to update or correct personal information maintained by Byng which you state is incorrect. Byng will retain personal information only for so long as it is needed for legitimate business purposes after which it will be destroyed or anonymized.

## **EFFECTIVE DATE**

This Privacy Policy is effective as of June 1, 2022. Byng reserves the right to change this Privacy Policy at any time by notifying you of the existence of a new Privacy Policy. Such changes, modifications, additions, or deletions will be effective immediately upon notice thereof, which may be given by means including, but not limited to, posting on the Website, or any other means by which you obtain notice thereof. Your continued use of the Website after such modifications will constitute your: (a) acknowledgement of the modified Privacy Policy; and (b) agreement to abide and be bound by the modified Privacy Policy.

## **CONTACTING BYNG**

If you have any questions about this Privacy Policy or the privacy practices of Byng in respect of the Website, please direct your inquiry to Byng by regular mail at Customer Service 511 Edgeley Boulevard, Unit #2, Concord, Ontario L4K 4G4 or by email at [customerservice@thebynggroup.com](mailto:customerservice@thebynggroup.com).