

## **WHATWILLYOUCCHANGEINTO.COM PRIVACY POLICY**

This privacy policy ("Privacy Policy") applies to the [www.whatwillyouchangeinto.com](http://www.whatwillyouchangeinto.com) website ("the Website"). The Website is also governed by the [Terms and Conditions](#).

### **ACCEPTANCE OF PRIVACY POLICY**

#### **BY USING THE WEBSITE, YOU AGREE TO BE BOUND BY THIS PRIVACY POLICY.**

##### **Use of Personal Information**

Ivanhoe Cambridge Inc. ("Ivanhoe Cambridge") owns and operates the Website and is committed to protecting the privacy of its users. Ivanhoe Cambridge does not collect personal information about individual users except: (a) when such personal information is provided to Ivanhoe Cambridge on a voluntary basis; (b) to monitor traffic to the Website; (c) to determine the future direction of the Website including any necessary technical upgrades; or (d) to contact you regarding future services. Personal information about users will not be sold or otherwise transferred to unaffiliated third parties without the user's approval except Ivanhoe Cambridge reserves the right to disclose personal information: (a) to its affiliates, subsidiaries and third parties for purposes related to marketing the services offered by Ivanhoe Cambridge, its affiliates, subsidiaries and third parties; 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 Upper Canada Mall's future marketing efforts, please notify Cambridge by regular mail at Ivanhoe Cambridge, Upper Canada Mall, P.O. Box 256, 17600 Yonge Street, Newmarket, Ontario, L3Y 4Z1 or by e-mail at [rdinelle@cambridgemalls.com](mailto:rdinelle@cambridgemalls.com).

Notwithstanding your wish to cease receiving such promotional and/or marketing information, Ivanhoe Cambridge reserves the right to contact you regarding matters relevant to your continued use of the Website and/or any information about you that is held by Ivanhoe Cambridge. Ivanhoe Cambridge further reserves the right to conduct statistical analyses through the use of data collected through the Website on an anonymous and aggregated basis in order to measure interest in and use of the Website. Ivanhoe Cambridge reserves the right to provide its analyses based on such anonymous and aggregated data to third parties.

If you complete and submit an on-line employment application found on the Website, you hereby consent to the disclosure of your completed on-line employment application to: (a) Ivanhoe Cambridge personnel; and to (b) the retailer who is a tenant of Dixie Outlet Mall and to whom such application is being made.

##### **E-mail**

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

**Cookies**

Cookies are small data files containing information to specify unique preferences and to provide personalized content. Cookies 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 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 request, Ivanhoe Cambridge will: (a) provide reasonable access to your information that is in Ivanhoe Cambridge's records; and (b) use reasonable efforts to allow you to update/correct personal information which you state is incorrect to the extent that the information has been maintained by Ivanhoe Cambridge and if so, that such updating/correction will not compromise Ivanhoe Cambridge's privacy or security interests, subject to the understanding that it may be impossible to completely delete your information without some residual information because of backups.

**Effective Date**

This Privacy Policy is effective as of January 26, 2001. Ivanhoe Cambridge 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 shall be effective immediately upon notice thereof, which may be given by means including, but not limited to, posting on the Website, or by 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 Ivanhoe Cambridge**

If you have any questions about this Privacy Policy or the privacy practices of Ivanhoe Cambridge in respect of this Website, please direct your inquiry to: Legal Counsel, Ivanhoe Cambridge, 6th Floor, 95 Wellington St. W., Toronto, M5J 2R2.

