

## **Big City Cupcakes Website Privacy Policy**

We at Big City Cupcakes know that privacy is a major concern of visitors to our web site (“Site”). This policy describes the personal information we collect on our Site, how we use it, and when we share it with third parties. This policy applies only to personal information collected via this Site, and does not apply to personal information collected offline (such as information you may provide over the phone, via fax, or when visiting a BIG CITY CUPCAKES location).

By using this Site, you agree to this Privacy Policy and to the Terms and Conditions governing its use. If you have questions, comments or concerns about our Privacy Policy, please contact us at [info@bigcitycupcakes.com](mailto:info@bigcitycupcakes.com).

### **Our Business Structure**

The BIG CITY CUPCAKES name, design, logos and related marks are registered trademarks of Big City Cupcakes Company or its wholly-owned subsidiaries. BIG CITY CUPCAKES locations are owned and operated either by a subsidiary of Big City Cupcakes Company or by independent franchisees. Big City Cupcakes Company, a British Columbia corporation, licenses independent franchisees to provide BIG CITY CUPCAKES products and services to the public. This Site is presented by Big City Cupcakes Company. Big City Cupcakes assumes no responsibility for the privacy practices of our franchisees in their handling of your personal information they collect from you.

### **Information We Collect and How We Use It**

You do not have to provide any personal information to us in order to use our Site. You control how much or how little personal information you submit to us. You can send us your personal information in a variety of ways. If you communicate with us by email or through an online form on this Site, we will collect your name, email address, and the additional information that you provide. Online forms permit you to subscribe to our newsletter, provide us feedback, and ask questions. We use this information in the following ways:

- To provide you with the information and/or services that you have requested, such as your request to receive the Big City Cupcakes e-newsletter or to identify a Big City Cupcakes location near your home.
- To enhance our customers’ experiences in our locations and on our Site.
- To measure the effectiveness of our online and offline marketing efforts and to develop products, services, and marketing programs. This analysis may include combining personal data drawn from online and offline sources.

We use third party suppliers and service providers to facilitate our Site and may make personal information available to them to the extent necessary for them to host our Site or to provide other services to Big City Cupcakes. Whenever we do this, we require that our third party suppliers and service providers agree to maintain the confidentiality of the personal information we provide to them.

We do not sell or rent to third parties any of the personal information that consumers and investors provide to us online, but we may share your information with our affiliates, our BIG CITY CUPCAKES franchisees, and lenders to or investors in our company. Primarily, we share information with these third parties only to respond to your specific request or to obtain their advice on how to improve our business. We do not authorize third parties unaffiliated with Big City Cupcakes to make independent use of your information for their own purposes, such as for direct marketing.

### **Gift Certificates**

We use a third party service provider to facilitate the gift certificate service that we make available to you. The information that you submit while placing a gift certificate order (“Gift Certificate Information”), including your name, address, email address, phone number and credit card information, is collected by our third party gift certificate service provider. Big City Cupcakes does not collect or store your Gift Certificate Information and will not share this information with other third parties. We require our gift certificate service provider to maintain the confidentiality of the Gift Certificate Information that you submit and to use the Gift Certificate Information only for the purposes of fulfilling and tracking your order, for providing you with customer service and for reporting to us. We also require our gift certificate service provider to maintain your Gift Certificate Information on a secure server and to use at least industry standard encryption technology and security procedures for all payment processing.

### **Franchise Inquiries**

All information submitted to Big City Cupcakes on our franchise inquiry form is used only to assist in the screening of potential franchisees and will be kept confidential.

On the franchise inquiry form, we will collect your name, address, email address, other contact information, and certain financial information and qualifications information that you must enter on the form. By submitting this information, you agree that Big City Cupcakes may retain and use the information to respond to your inquiry and to help us improve our franchise marketing efforts. Information on your online form will become part of any application for a BIG CITY CUPCAKES franchise that you might later submit. We may disclose your personal information to our business units, agents, affiliates and to other third parties as part of our consideration of any subsequent franchise application. We do not authorize unaffiliated third parties to use your personal information for any purpose other than consideration of your application.

### **Job Application Information**

We do not collect employment application information through this Site at this time. You may, however, fax your résumé to us at (250) 860-5576. We protect the confidentiality of such information, but this online Privacy Policy does not apply to such faxes because they occur offline.

### **Site Usage Information**

Like most web sites, this Site gathers traffic patterns, site usage information and other aggregated data in order to evaluate our visitors’ preferences and the effectiveness of our Site. This aggregate usage data does not identify you individually. We may share anonymous, aggregated statistics about visitors to our Site with others outside our company, or we may allow third-

parties to collect aggregate data through our Site. Our web site does not use cookies or web beacons.

### **Protecting Our Community**

To protect our user community, we may use and disclose any information about you to law enforcement, other government officials, or other third parties, as we in our sole discretion believe necessary or appropriate to address or resolve inquiries or problems.

### **Children's Privacy**

Big City Cupcakes recognizes the importance of protecting the privacy of children. We do not knowingly collect any personally identifiable information from children under the age of thirteen years. This Site is directed to adults at least eighteen years old, and when a user discloses personal information on this Site, the user is representing to us that he or she is an adult. If a child has provided this Site with personally identifiable information, we ask that a parent or guardian e-mail us at [info@bigcitycupcakes.com](mailto:info@bigcitycupcakes.com), and we will promptly delete the child's information from our records.

### **Security of Your Personal Information**

Big City Cupcakes operates secure data networks protected by industry standard firewall and password protected systems, and maintains physical, electronic and procedural safeguards to guard the integrity and privacy of these servers and of your Personal Information. Although we can't guarantee that there will never be a security problem, we and our agents that have access to your information carefully guard against the loss, misuse or alteration of the information we collect on our Site.

### **Changes in Our Privacy Policy**

We reserve the right to change our Privacy Policy from time to time — for example, by altering our policy on sharing personal information. Be sure to check this page periodically for updates.

### **Sale of Company or Assets**

The compilation of information collected through our Site is considered a trade secret of Big City Cupcakes. As the owner of such information, we may disclose, transfer or sell the information as an asset of the company in conjunction with due diligence for or completion of a merger, reorganization or sale to a third party of our company or a major portion of our assets. Although we do not currently anticipate such an event, changes to this Privacy Policy might result from changes in our corporate status.

### **Changing Your Information**

Moved? Changed e-mail addresses? If you need to update or verify your Personal Information, please contact us at Big City Cupcakes, Corporate Head Office, 2015B Enterprise Way, Kelowna, BC V1Y 8G6, Facsimile: (250) 860-5576. Upon request, Big City Cupcakes will remove your Personal Information from our active database as soon as reasonably possible, unless we need to retain information for dispute resolution, troubleshooting and other valid legal or business reasons. Please note that we will not remove your historical usage information.

### **Links to Other Sites**

Our Site may provide links to web sites not operated by Big City Cupcakes. Big City Cupcakes assumes no responsibility for the privacy practices of these third-party sites. We recommend that you review a third-party site's privacy policy before submitting information.

Although we endeavour to open a new browser window when you click on a link to a third party site, Big City Cupcakes does not guarantee that you will receive this alert when you leave our Site. It is your responsibility to determine when you have left this Site.

### **Governing Law**

Big City Cupcakes controls and operates this Site in Canada. Our online privacy practices are governed by the laws of Canada and British Columbia, which may differ from privacy laws in your province, state or home country. By submitting your personal information to this Site, you consent to the transfer of your personal information to any country and its use and disclosure in accordance with Canadian law and with this Privacy Policy.

This English-language Privacy Policy is Big City Cupcakes's official statement of its online privacy practices. In case of any inconsistency between this English-language Privacy Policy and its translation into another language, this English-language document controls.

### **For More Information**

If you have any questions regarding our Privacy Policy, please contact us by sending an email to [info@bigcitycupcakes.com](mailto:info@bigcitycupcakes.com) or writing to us at Corporate Head Office, 2015B Enterprise Way, Kelowna, BC V1Y 8G6, Facsimile: (250) 860-5576.

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