

2011 Fishing with Santa Photo/Video Program

Terms & Conditions 2011

The 2011 Fishing with Santa Photo/Video Program, jointly offered by Vaughan Mills Mall, an Ivanhoe Cambridge Property and Parade! Multimedia Brand Experiences Inc., is a free photo/video opportunity available to all visitors to Vaughan Mills Mall during the 2011 holiday season.

By participating in the Parade! Multimedia Brand Experiences and Vaughan Mills Mall an Ivanhoe Cambridge Property Holiday Memories 2011 photo/video opportunity, each participant, his/her parent or legal guardian on his/her behalf, automatically accepts these Official Terms & Conditions, and privacy policy which are subject to change without notice, and automatically releases Vaughan Mills Mall, Ivanhoe Cambridge, and Parade! Multimedia Brand Experiences and any other person or entity associated in any way with the Promotion, all of their respective affiliates, subsidiaries, directors, officers, employees, agents and their respective advertising and promotional agencies, from any and all liability arising in connection with the Promotion, including, without limitation the administration of the Promotion.

Parade! Multimedia Brand Experiences, Vaughan Mills Mall and any other Program affiliates take no responsibility for lost, stolen, delayed, damaged, misdirected, late, submitted through illicit means, shared through email or a social networking site or destroyed photo/video entries, or for typographical or other production errors. Parade! Multimedia Brand Experiences, Vaughan Mills Mall and any other Program affiliates are not responsible for any errors or omissions in printing or advertising this Program.

Parade! Multimedia Brand Experiences and Vaughan Mills Mall an Ivanhoe Cambridge Property Holiday Memories 2011 PHOTO/VIDEO PROGRAM OVERVIEW:

The Holiday Memories photo/video program (the "program") will take place at Vaughan Mills Mall, in Vaughan, Ontario, Canada, November 12 – December 24, 2011 during posted hours. No purchase is necessary to participate in the program.

Participants of the Program will be asked to provide specific personal information in direct relations to the administration of the Program.

All photos taken will be available for viewing to Program Participants on a secure non-public microsite www.fishingwithsanta.com until May 31, 2012.

Program Participants will be able to access their individual 2011 Fishing with Santa photos/video by using a personalized link that will be emailed to Program Participant by Parade! Multimedia Brand Experiences and Vaughan Mills Mall.

Program Participants will be able to save, print, email and share their 2011 Fishing with Santa photos/video.

2011 Fishing with Santa Photo/Video Program

OFFICIAL TERMS & CONDITIONS

By entering this Program, Participants release and hold harmless Parade! Multimedia Brand Experiences, Vaughan Mills Mall, Ivanhoe Cambridge, and any other affiliate associated with the Program from any liability in connection with this Program.

Parade! Multimedia Brand Experiences and Vaughan Mills Mall an Ivanhoe Cambridge Property collect personal data about Participants for the purpose of administering this Program. Outside of Program related information, further informational or marketing communications will not be received by Participants unless Participants have provided Parade! Multimedia Brand Experiences and Vaughan Mills Mall with explicit permission to do so as indicated on the Registration Form. Please see the below Parade! Multimedia Privacy Policy or Vaughan Mills Mall's Privacy Policy at www.vaughanmills.com

This Program will be run in accordance with these rules, subject to amendment by Parade! Multimedia Brand Experiences and Vaughan Mills Mall. Participants must comply with these rules, and will be deemed to have received and understood the rules by participating in the Program. The terms of this Program, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.

Any dispute relating to the Program (including, without limitation, a dispute as to whether an Participant has complied with all of the Official Rules and Regulations) shall be resolved by Vaughan Mills Mall (Ivanhoe Cambridge) in its sole and absolute discretion, and the decision of Vaughan Mills Mall (Ivanhoe Cambridge) shall prevail. All decisions of Vaughan Mills Mall shall be final.

Parade! Multimedia Brand Experiences and Vaughan Mills Mall assume no responsibility for failure of the internet or the website during the program intake period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to a Participant's or any other person's computer related to or resulting from playing or downloading any material in the program.

Parade! Multimedia Brand Experiences and Vaughan Mills Mall reserve the right, in their sole discretion; to cancel or suspend the email portion of this Program should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Program.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this program is a violation of criminal and civil laws. Should such an attempt be made, the Parade! Multimedia Brand Experiences and Vaughan Mills Mall reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. If the identity of a Participant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the Participant. The individual assigned to

the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder.

This program is subject to all applicable federal, provincial and municipal laws and regulations.

Official Privacy Policy

Introduction

Parade! Multimedia Brand Experiences believes the protection of personal information is an important priority. We are committed to complying with the Personal Information Protection and Electronic Documents Act (PIPEDA), as well as doing our part to inform our clients of the privacy issues surrounding online projects. The following is our privacy policy, which outlines how we will comply with PIPEDA and the ten founding principles contained in Schedule I of PIPEDA. This privacy policy governs www.experienceparade.com and all event web sites produced.

I. Accountability

Parade! Multimedia Brand Experiences understands it has a responsibility to protect the personal information under its control. We have implemented several personal information handling policies and procedures to ensure this protection. We will also use contractual or other means, to ensure any third party we share information with has adopted appropriate measures, or better, procedures and policies in place to handle its information protection responsibilities. To oversee compliance with PIPEDA, Parade! Multimedia Brand Experiences has designated Dustin Starchuk, Director of Business Development. He can be contacted as follows:

Parade! Multimedia Brand Experiences
Dustin Starchuk
247 Armstrong Ave, Unit 10
Georgetown, ON
Canada
L7G 4X6
(905) 873-3030
info@experienceparade.com

Any questions, comments, requests, or complaints regarding our privacy policy, personal information handling procedures, or our compliance with PIPEDA and Schedule I of PIPEDA should be directed to either of the two designated officers.

2. Identifying Purposes

Contact Forms

Parade! Multimedia Brand Experiences collects personal information through its web site contact form. Information collected from this form is used for such things as marketing, business development, and customer relationship management. Participants who complete this form can select a checkbox to indicate that they are interested in joining our mailing list for future mailings as well as our suppliers or partners. Individuals may choose to unsubscribe from

this mailing list from an unsubscribe email link in the actual mailing or by calling or emailing Parade! Multimedia Brand Experiences Privacy Officers. Information that is collected is kept in electronic form on our servers and/or in hard copy form under secure access. This information is only disclosed to the owners and employees of Parade! Multimedia Brand Experiences.

Cookies

Parade! Multimedia Brand Experience does not utilize cookies on www.experienceparade.com

Log File

Our web servers use log files to analyze trends, administer our site, track users' movements on an aggregate basis, and gather broad demographic information for aggregate use. The log files include things such as Internet Protocol addresses (IP addresses), browser types and versions, Internet service providers (ISPs), referring/exit pages, platform types, date/time stamp, and number of clicks. We currently use Google Analytics as our primary statistics systems.

Notice of Collection

Individuals will be informed of the purpose of this information collection before or at the time we collect it. If a new purpose(s) for the information arises after it has been collected, explicit permission to use the information for the new purpose(s) will be obtained from the individuals to whom the information belongs, prior to its use. Any modification to the original purpose(s) will be documented in the Information Log.

Third Parties

Parade! Multimedia Brand Experiences does not sell its information to third parties.

3. Consent

Parade! Multimedia Brand Experiences will obtain consent from an individual to collect, use, and/or disclose their personal information. Consent will be obtained either before or at the time of collection and in cases where a new purpose(s) has been identified after collection, consent will be obtained for the new purpose prior to use. We also recognize that the principle of obtaining consent is dependent on the level of sensitivity of the information and the reasonable expectations of the individual. Given this, Parade! Multimedia Brand Experiences will take reasonable efforts to consider these things, in accordance with PIPEDA whenever necessary. We will not use deception to obtain information. Honesty is Parade! Multimedia Brand Experiences strongest founding principle.

Withdrawing Consent

Should an individual wishes to withdraw consent they can contact Parade! Multimedia Brand Experiences' Privacy Officers and the procedures and consequences of withdrawal will be explained. After such discussion and the identity of the individual and/or group have been verified, Parade! Multimedia Brand Experiences Privacy Officers will be more than happy to take the necessary and requested actions required to handle withdrawal of consent.

4. Limiting Collection

Parade! Multimedia Brand Experiences will only collect information for the purposes previously stated or at the time of collection of that information from an individual. We will specify the

amount and type of information that is being collected and limit collection to those specifications.

5. Limiting Use, Disclosure, and Retention

Parade! Multimedia Brand Experiences will only use and disclose personal information for the purposes previously stated or at the time of collection of that information. We will specify the amount and type of information that is being collected and limit use and disclosure to those specifications.

Retention

Parade! Multimedia Brand Experiences will retain information collected, used, and disclosed for a client project for a minimum period of six months and maximum period of two years from the latest date of either project completion, training completion, final invoicing, explicit consent transaction unless otherwise agreed upon by Parade! Multimedia Brand Experiences, the client, and/or the individual. Personal information collected through our online contact form becomes part of a contact list and is kept until the individual unsubscribes themselves or two years from the last transaction date in accordance to FISA March 11, 2011. When personal information has been used to make a decision about a specific individual, that information will be available to the individual for a minimum of six months and a maximum of 2 years from the date of the decision. In the event a request for personal information has been refused, the personal information relating to that request shall be retained for a minimum of six months and a maximum of 2 years from the date refusal was delivered, not received. Once collected information has expired, it will be destroyed, erased, or made anonymous.

Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law when we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order, or legal process served on www.experienceparade.com and any web site produced for our clients. Parade! Multimedia Brand Experiences does not assume nor is liable for photos and or video that are shared across social media platforms. Therefore, Parade! Multimedia Brand Experiences will not be held responsible in any form of misconduct, slander, misrepresentation, or illegal actions taken once a photo or video link has been sent to the participating individual.

Business Transitions

In the event Parade! Multimedia Brand Experiences goes through a business transition, such as a merger, being acquired by another entity or selling a portion of its assets, users' information will, in most instances, be part of the assets transferred.

6. Accuracy

Parade! Multimedia Brand Experiences will ensure information is as accurate, complete, and up-to-date as is necessary for the purpose(s) that it was collected, used, and/or disclosed. We do not routinely update personal information that is submitted through our online contact form. In the event an individual would like to add, edit, or delete their information, Parade! Multimedia Brand Experiences Privacy Officers would be happy to assist after verifying the individual's identity.

7. Safeguards

Parade! Multimedia Brand Experiences protects the personal information it collects, uses, and discloses. Physical methods of protection include office alarms and locks on appropriate cabinets. Organizational methods of protection include internal policies and procedures for information use, collection and disclosure. Technical methods of protection include firewire, firewalls, and password access controls. We make our employees aware of these safeguards and take care when disposing of personal information. Parade! Multimedia Experiences uses a computer generated encryption process on all photo and video links.

8. Openness

Parade! Multimedia Brand Experiences' primary method of communication is by digital means. Therefore its policies and procedures are primarily made available digitally, namely online via the Internet. In the event that digital access requires unreasonable effort on behalf of the individual, Parade! Multimedia Brand Experiences would be happy to send a package on our policies and procedures to requesting individuals, provided the cost of doing so is not prohibitively expensive. Questions, comments, and requests regarding our privacy policies and procedures can be forwarded to our Privacy Officers.

9. Individual Access

Parade! Multimedia Brand Experiences will give an individual access to their personal information upon request, provided none of the exceptions noted in Paragraph 4.9 of Schedule I of PIPEDA apply. We must receive a request for access to personal information in writing, as per Paragraph 8(1) of PIPEDA and we will assist anyone in doing so, if required, as per Paragraph 8(2) of PIPEDA. If an individual would like their information added to, edited, or deleted after gaining access, Parade! Multimedia Brand Experiences Privacy Officers will be happy to comply, if possible. Certain circumstances may require us to refuse to provide a visitor with a copy of their information, but we will provide reasons for our refusal. For example, if you request access to your information and it contains information belonging to another individual, we will not grant permission unless both parties agree to its release.

Complaints Regarding Access

Requests for access to information are recorded in our Information Log. If an individual feels a request for information has not been handled satisfactorily, the individual should notify Parade! Multimedia Brand Experiences Privacy Officers in writing by email or regular mail.

Dissatisfaction will also be noted in the Information Log and the Privacy Officers will take reasonable efforts to remedy the complaint, if found justified.

10. Challenging Compliance

If an individual has a challenge regarding Parade! Multimedia Brand Experiences compliance with

PIPEDA and Schedule 1 of PIPEDA, they must contact Parade! Multimedia Brand Experiences Privacy Officers. The complaint must contain the date, individual's involved, explicit statement of the events that occurred, and contact information for the individual submitting the complaint. The Privacy Officers will investigate the complaint to the best of their abilities and with reasonable effort. The individual filing the complaint will be notified of the actions taken to remedy the complaint. The complaint will also be noted in the Information Log. In the event an individual is dissatisfied with the remedy for the complaint they may contact the Privacy Commissioner of Canada.

11. Links

The Parade! Multimedia Brand Experiences web site may contain links to other sites. Please be aware that Parade! Multimedia Brand Experiences is not responsible for the privacy practices of these other sites. We recommend site visitors make themselves aware of the policies of these other sites. Our privacy statement only applies to www.experienceparade.com and web sites that are developed and maintained for our clients.

12. Notification of Changes To Our Policies

Parade! Multimedia Brand Experiences will notify individuals of changes by updating the privacy policy, placing an announcement on our facebook fan page, blog, and any other method deemed appropriate. As noted in section 2. Identifying Purposes, if the intended purpose for information collection changes, the individual to which the information belongs will be notified via email or other method of communication indicated at the time the information was originally collected prior to its use for the new purpose.

13. Children's Privacy

The Parade! Multimedia Brand Experiences site does not knowingly collect children's information without the consent of a legal guardian. In the event we discover we have collected, used, or disclosed children's information through a site or contest we will take immediate action to discontinue such activity. Reasonable effort will be taken to notify the parent/guardian of the child/children involved of the circumstances and any action taken to investigate the matter. In the event that a photo or a video link has been sent incorrectly, the Parade! Multimedia Brand Experiences technical staff will correct this matter within a reasonable time. Parade! Multimedia Brand Experience technical staff or outside labour agencies will not be held responsible for human error or technical error if a link to a photo or video is sent incorrectly. Parade! Multimedia Brand Experiences will not be held accountable or responsible in the event that any misconduct, misrepresentation, and or illegal action committed by any employee outside of Parade! Multimedia Brand Experiences and Circus Strategic Communications Inc.

14. Explicit Consent

Parade! Multimedia Brand Experiences will at times collect the following information from individuals who participate in our branded events with partners and suppliers:

Contact Information includes:

- Name
- Address
- Postal Code
- Phone Number
- Email Address

Customer Demographics includes:

- Date of Birth/Age
- Gender
- Household Income

Purchase Information includes:

- Purchase history
- Product/Service preferences

Opinions/Interests includes:

- Customer satisfaction information
- Opinions about products and services
- Interests and hobbies

Contests, Promotions and Surveys

When entering a contest, promotion, or filling out a survey on a Parade!

Multimedia Brand Experiences platform or website, **information will be mandatory in order to participate. We do not control our partners and / or suppliers use of your personal information and recommend that you review their respective privacy policies.**

15. Implied Consent

Due to the nature of Parade! Multimedia Brand Experiences digital and online photo and video capturing system, we cannot process a transaction unless certain information is provided by the participant. An opt-out option is provided once the transaction has been completed and the participant has received a link to their personal photo or video.

16. Public and Private Galleries

Parade! Multimedia Brand Experiences produces both private and public viewing galleries. Consent must be given by the participant in order to participate in either form of event.

17. Resources

Several resources were used in the creation of this privacy policy.

Organization for Economic Co-operation and Development: Privacy Policy Generator

Privacy Commissioner of Canada: Personal Information Protection and Electronic Documents Act (PIPEDA) and Your Responsibilities: A Guide for Businesses and Organizations

House of Commons of Canada Bill C-28 FISA