

## PRIVACY POLICY

Welcome to [www.edmontonoilers.com](http://www.edmontonoilers.com), the official website of the Edmonton Oilers Hockey Club (the "Website").

THE FOLLOWING PRIVACY POLICY DESCRIBES THE EDMONTONOILERS.COM PRIVACY PRACTICES.

EDMONTONOILERS.COM reserves the right to modify or amend this Privacy Policy at any time and for any reason. EDMONTONOILERS.COM will notify visitors of changes to this Privacy Policy by providing notice of the change for at least fourteen (14) days on the Website at [www.edmontonoilers.com](http://www.edmontonoilers.com).

Please check this Privacy Policy periodically for changes. Your continued use of the Website following the posting of changes to the Privacy Policy will mean you agree to be bound by such changes. We will also update the Privacy Policy and our privacy practices to comply with federal and provincial privacy legislation as they each may apply. This Privacy Policy was last modified on October 7, 2004.

Your privacy is important to us. Although our ability to provide certain service requires that we collect personal information about our customers, we take measures to ensure the privacy and confidentiality of that information. At EDMONTONOILERS.COM we are committed to undertaking reasonable measures to protect the privacy, accuracy, reliability and security of all of the personal information that is provided to us and to protect such information from loss, misuse, unauthorized access, disclosure, alteration and destruction. Please read the following description of our policies and practices regarding your personal information.

### **A. Personal Information**

EDMONTONOILERS.COM will only use personally identifiable information about you in accordance with this Privacy Policy. Personally identifiable information is information about you that can be attributed to you. In this Privacy Policy, personally identifiable information about you will be referred to as "Personal Information". We do not collect sensitive Personal Information, such as racial or ethnic origin or health or medical data.

The Website has various features and services. Many of these features and services are available to all visitors to the Website. Some features and services may only be available to those that have registered with the Website.

### **B. Collection, Use and Disclosure Practices**

Wherever possible, EDMONTONOILERS.COM will identify the purposes for which Personal Information is collected at or before the time the Personal Information is collected.

We may use Personal Information for the purpose for which it was provided and for certain other activities, which are reasonably ancillary to such purpose. For example, if you send us an e-mail with a question or comment, EDMONTONOILERS.COM will use your e-mail address to respond to you. Further, EDMONTONOILERS.COM may store your e-mail and e-mail address and a copy of our response for future reference. We may request Personal Information from you such as name, home address, telephone number, e-mail address, age, income, interests and gender for purposes such as newsletter, chat room, contest and auction registration, and for participation in other interactive online activities as well as to enable us to market various goods and services to you.

We also may use Personal Information provided to EDMONTONOILERS.COM to better understand your needs and preferences; to provide to you information about future EDMONTONOILERS.COM events and other items that EDMONTONOILERS.COM believes you may be interested in, including the events of similar organizations; to recommend particular products and services; and to market various goods and services.

Unless you have opted out, from time to time we may share your Personal Information with other businesses, including our affiliates, marketing partners and advertisers. We will only share such information with these third parties whose policies regarding Personal Information are consistent with our privacy policies and where we have your express or implied consent to do so.

EDMONTONOILERS.COM has engaged agents and certain service providers to assist with its activities (such as fulfillment companies). Further, EDMONTONOILERS.COM may work with other organizations similar to itself

towards some common purpose consistent with its objectives. For these purposes, EDMONTONOILERS.COM may disclose your Personal Information to these agents, service providers and other organizations. However, EDMONTONOILERS.COM will require that these agents, service providers and other organizations agree that they will only use and disclose your Personal Information solely for those purposes, that they will not be permitted to use it for any other purpose and that they will adhere to the terms of this Privacy Policy.

Unless you have opted out, we may also use your Personal Information to send you offers from our corporate marketing partners and other business partners. In addition, from time to time we may share your data with certain of these partners so that they may send you offers directly.

We may analyse Personal Information and other data in order to enhance EDMONTONOILERS.COM's events, services and Website.

From time to time, we may place a "cookie" on your computer. Our third party service providers and ad servers may use cookies as well. A cookie is a file written to your computer's hard drive that can be used to track your Internet activity. Also, if you submit Personal Information to the Website (such as your name, interests or preferences), we may use cookies to keep track of such information so that you will not need to reenter this information during subsequent visits. We may use cookies to customize delivery of our Website content and advertisements and for other internal site administration purposes. In addition, our ad servers, or those of our third party service providers, may use information about your visits to the Website to customize delivery of advertisements to the Website. You may elect not to have such information used by our ad servers for such purposes by making an e-mail request to that effect directed to [privacy@edmontonoilers.com](mailto:privacy@edmontonoilers.com). You may also set your Internet browser preferences to notify you when you receive a cookie or decline acceptance of cookies. However, if you decline acceptance of cookies you may experience less than optimal performance of the Website.

EDMONTONOILERS.COM may also use and disclose Personal Information that is relevant to a legal proceeding or as permitted or required by law.

In the event EDMONTONOILERS.COM transfers control of any or all of its operations or services, EDMONTONOILERS.COM reserves the right to transfer and disclose your Personal Information to that party. However, EDMONTONOILERS.COM will require that party to agree that it will be similarly bound by the provisions of this Privacy Policy and that it will only use and disclose your Personal Information as EDMONTONOILERS.COM is similarly entitled under this Privacy Policy.

In the event EDMONTONOILERS.COM amalgamates with another organization, EDMONTONOILERS.COM reserves the right to permit that amalgamated organization to continue to use and disclose your Personal Information. However, EDMONTONOILERS.COM will require that the amalgamated organization agree that it will be similarly bound by the provisions of this Privacy Policy and that it will only use and disclose your Personal Information as EDMONTONOILERS.COM is similarly entitled under this Privacy Policy.

### **C. Consent for Collection, Use or Disclosure**

When you voluntarily provide us with your Personal Information, we assume you consent to its collection, use and disclosure in accordance with this Privacy Policy, subject to any collection, use and disclosure from which you have opted out. In some circumstances, we may expressly request your consent to certain collection, use or disclosure of your Personal Information or provide you with an opportunity to opt out of such practises. In some limited circumstances where authorized or required by law, we may collect, use or disclose your Personal Information without your consent.

We respect the right of each fan to control how his or her Personal Information is used. If, for example you do not want us to collect your Personal Information, provide it to our affiliates, or if you do not wish to receive marketing communications from us, you may, in some circumstances be able to opt out at the time the Personal Information is collected. Understand that you can withdraw your consent at a later date, unless legal requirements prevent this or

give us particular directions regarding your Personal Information. To do so, contact us at [privacy@edmontonoilers.com](mailto:privacy@edmontonoilers.com).

**D. Limiting Collection**

EDMONTONOILERS.COM will limit the collection of Personal Information to that which is necessary for the purposes identified by EDMONTONOILERS.COM and pursuant to this Privacy Policy.

**E. Limiting Use, Disclosure and Retention**

EDMONTONOILERS.COM will not use or disclose Personal Information for purposes other than those for which it was collected, except with the consent of the individual to whom the Personal Information relates in accordance with this Privacy Policy or as required or permitted by law. EDMONTONOILERS.COM will retain Personal Information only as long as necessary for the fulfilment of the purposes for which it was collected or as required by law.

Without limiting the generality of the foregoing, except as otherwise provided in this Privacy Policy, EDMONTONOILERS.COM will not sell, rent, loan, trade, lease or otherwise transfer any personal information, including e-mail addresses, to any third party and EDMONTONOILERS.COM will treat any Personal Information you provide as confidential information.

**F. Security Safeguards**

Only authorized employees and agents of EDMONTONOILERS.COM who need access to your Personal Information in the course of their duties will have access to the information. We have security measures in place against unauthorized access, use, disclosure, alteration, loss or destruction of Personal Information under EDMONTONOILERS.COM's control. These measures may include technological, physical and organizational methods of security. However, due to the nature of the Internet and the limits of technology EDMONTONOILERS.COM cannot guarantee that these security measures will not be breached in all circumstances.

**G. Access to your Personal Information**

Upon request, you have the right to confirm whether or not EDMONTONOILERS.COM maintains or controls any Personal Information relating to you and whether such Personal Information has been used or disclosed by EDMONTONOILERS.COM. You also have the right, upon request, to access such Personal Information and to request correction of any erroneous or out-of-date Personal Information about you. In some limited circumstances as prescribed by law, we may not be able to grant you access to your information.

EDMONTONOILERS.COM pledges to investigate any complaint you may have regarding our use of Personal Information and to comply fully with the legal or regulatory supervisory authorities responsible for enforcing our adherence to the privacy principles stated above.

**H. Children's Privacy Statement (Users Under 13 Years Old)**

At EDMONTONOILERS.COM, we take our responsibilities to our younger visitors seriously. In addition to the steps we take to safeguard the privacy and integrity of Personal Information submitted by adults, we adhere to the following principles and practices regarding Personal Information of children under 13 years old.

In general, we do not knowingly collect Personal Information from children under 13 via the Website, and we use age screening mechanisms to help prevent children from posting data on the Website, such as in our fan chat rooms (when available). We do not require children to register or to otherwise disclose Personal Information to participate in the activities in any youth-focused section of the Website.

From time to time, we may offer children the opportunity to enter youth-oriented promotions or contests via the Website. In this case, the child will be asked only to provide his or her first name and email address, as well as his or her parent's name and email address. We will use the information only to notify the contest winners, and will require that the winner's parent provide us with whatever information is needed to provide the prize.

We may also post information on the Website about other promotions or contests that are open to children but that require other personal information (such as home address or favorite hockey player) to enter. For these promotions and contests, children will be required to print a paper entry form from the Website and have their parents sign and mail or fax the form to us. Children are not permitted to provide personal information via the Website in respect of these promotions or to enter these contests online.

If you have any comments or questions about the information you or your children have submitted on the Website or affiliated Website, including its accuracy, integrity, or completeness, or if you wish to access, review, verify, correct, amend, or remove such information, you may send an e-mail to [privacy@edmontonoilers.com](mailto:privacy@edmontonoilers.com). Or, if you have any questions or comments about our use of your or your children's personal information or about our commitment to protecting your and your children's privacy, please contact [privacy@edmontonoilers.com](mailto:privacy@edmontonoilers.com).

#### **I. Third Party Links**

Please note that the Website and affiliated Website contain links to Website that are not operated by the EDMONTONOILERS.COM. We are not responsible for the privacy practices or the content of such Website, and we recommend that you view the privacy policy posted on each site and that you confirm that the site's policies are acceptable to you.

#### **J. General**

The Website is operated by and for the benefit of EDMONTON OILERS HOCKEY CLUB.

Nothing contained in this Privacy Policy is intended to create a contract or agreement between EDMONTONOILERS.COM and any user visiting its website or providing Personal Information in any form.

This Privacy Policy shall be governed by and construed in accordance with the laws of the Province of Alberta and those of Canada applicable therein, without reference to their conflicts of laws. If any provision of this Privacy Policy is held to be invalid or unenforceable, such provision shall be severed from this Privacy Policy and the remaining provisions shall remain in full force and effect. Headings are for reference purposes only and shall not be used in the interpretation of this Privacy Policy.

#### **K. Contact Us**

If you have any comments or questions about our privacy or security practices or about your Personal Information in our control, including its accuracy or integrity, or if you wish to change your preferences as to how we use and disclose your Personal Information, please send an e-mail to [privacy@edmontonoilers.com](mailto:privacy@edmontonoilers.com).