

THE ENTREPRENEUR Privacy Policy

Last Updated: March 1, 2019

Open2Discussion (O2D Media Inc.) produces The Entrepreneur (the “Event”), and is committed to respecting your privacy. This Privacy Policy identifies what information is collected about you and how it’s used by Open2Discussion when you visit o2dentrepreneur.com, o2dmedia.com, or use The Entrepreneur mobile app (collectively, the “Site”), purchase goods or services, or communicate with Open2Discussion.

Open2Discussion collects personal information under the authority of section 26(c) of *FOIPPA* for the purposes stated in the ‘How and Why Open2Discussion Collects Personal Data’ section below. ‘Personal information’ is defined broadly in the *Freedom of Information and Protection of Privacy Act* as recorded information about an identifiable individual, other than contact information, which is the information used to contact a person at a place of business.

In terms of scope, this privacy policy relates to the information automatically collected from you as a result of your visit to the Site. It also includes information the Site requests from you.

To request a summary of the information that Open2Discussion collects about you, or to request that data be deleted or changed, or to update your email marketing preferences, or to ask questions about the Privacy Policy, contact us at the contact information provided at the bottom of this page.

PERSONAL DATA OVERVIEW

Below is an overview of the type of personal data Open2Discussion commonly collects, and how we use that personal data.

Engagement with Open2Discussion

What Data is Collected and How?

How is Data Used and Shared?

Site Visit

Cookies are used to collect the visitor's IP address and anonymous, non-confidential non-personal information (i.e., user demographics, device type, browser selection, purchase behaviour)

Data is also collected by our website host and event registration platform EventMobi

To select and deliver content to you based on your website and activities;

To provide you with relevant advertising

To establish an aggregated understanding of our website audience.

The Entrepreneur ticket purchase and registration

Name, email address, physical address, phone number, company name, role, industry, personal interests

Personal financial information is not collected by Open2Discussion, it is both collected and processed by EventMobi and Stripe Inc.

For the purpose of account creation

For users to authenticate with multiple applications

To establish an aggregated understanding of our purchasers

To provide you with tailored marketing of The Entrepreneur products/services based on your interests

Application to participate in the event

Each application to participate in the Event is customized, but all include name and email address

To communicate with applicants

To provide Open2Discussion with information necessary to determine whether to invite an applicant to participate in the Event

HOW AND WHY OPEN2DISCUSSION COLLECTS PERSONAL DATA

Delivering a Customized Site Experience

Cookies. We use cookies to collect the information detailed in the chart above. Cookies are small computer files that we transfer to your computer's hard drive that allow us to know how often you visit the Site and the activities you conduct while on the Site. Every computer is assigned a different cookie by Open2Discussion.

Deactivating Cookies. You can block collection of your information and Site activity by turning off cookies. You will find further information on how to turn off cookies in the support page of your respective browser. Deactivating cookies may hinder our ability to provide you with certain services or your ability to enjoy certain features of the Site.

Web Beacons. We also may use web beacons to collect anonymous, non-personal information about your use of our Site. Web beacons are tiny graphic image files embedded in a web page or email that provide a presence on the web page or email and send back to its home server information from the users' browser. The information collected by web beacons allows us to statistically monitor how many people are using our Site, or are opening our emails.

How We Use Cookies and Web Beacon Information. The information collected by cookies and web beacons helps us dynamically generate content on the Site or in emails specifically designed for you, allows us to monitor Site traffic (i.e., where a user is geographically located, device type, browser selection, referring website, Site navigation, demographic information), and provide advertising tailored to you, as discussed in detail in the Marketing and Promotions section. We will not link non-personal cookie or web beacon information to any personal data collected unless you share that personal data with Open2Discussion through one of the forms.

Public Forums. If you share personal data with others in a forum, such as via The Entrepreneur app or member page, that information will not be private. Please think carefully before disclosing any personal information in any public forum.

Co-branded Channel Partners. Open2Discussion links to co-branded products and/or services to websites hosted and operated by companies other than The Entrepreneur, such as Event Sponsors. The co-branded Event pages that you may access through an Event Sponsor website may have different registration processes and privacy policies. If you visit an Event Sponsor website, please read the privacy policy that is posted on that site.

Marketing and Promotions

Open2Discussion may work with third-party service providers to collect information about your Site activity using common tracking technologies, such as cookies, web beacons, and tags. These tools allow Open2Discussion to provide you with content and advertising that is tailored to your interests. If you don't wish to have your activity tracked, learn more about the [Do Not Track](#) tool.

Open2Discussion may also use linked advertisements and newsletters to deliver information to you that is interest-based or about the Event.

Tracking Technologies

Cookies & Web Beacons. We may use information from cookies and web beacons collected from your use of the Site to target your online activity, browser or apps, with certain advertisements, and/or to determine the popularity of certain content or advertisements. By using the Site, you agree to Open2Discussion collecting and using your behavioral information for those purposes.

Third-Party Tracking. Open2Discussion may work with advertisers that use tracking technology (i.e., Facebook Pixel, LinkedIn Insight Tag, Carto Media etc.) to collect information about your Site activity and third-party website activity that allows us to customize the content and advertising that is delivered to you. We may also use third-party tracking technology to generate analytics reports used to improve our Site, track our success at reaching audiences, and optimize delivery of Site and ad content specifically targeted to your interests based on your use of our Site. We will not combine non-personally identifiable information collected through third-party advertiser tracking with your personal data. We will not attempt to disaggregate data that third-parties report in aggregate.

Linked Advertisements. Our Site or emails may include links to external websites of third-party sponsors, Open2Discussion business partners or advertisers. Third-Parties may use their own cookies, tracking codes, or web beacons when you click on their advertisement or link to their site or service, even if the advertisement simply appears on a page or in an email that you are viewing. In certain situations, you may be temporarily redirected to another website, which may not be apparent to you. We do not control the use of cookies, tracking codes, or web beacons by third-parties, or how they manage personal data you provide to them. You should review the privacy policy of the sites you visit to understand their privacy practices before you share personal data.

Google Analytics. We may use Google Analytics Demographics & Interests reports to improve our Site, track our success at reaching audiences, and optimize delivery of Site and ad content specifically targeted to your interests based on your use of our Site. We may also use Google Display Network Impression Reporting in order to understand the effectiveness of different ad types across various platforms, and remarketing with Google Analytics to deliver relevant ads to you based on your use of our Site. We may use additional Google products and services that require Google Analytics to collect data for advertising purposes. We will not combine non-personally identifiable information collected through Google Analytics with your personal data. We will not attempt to disaggregate data that Google reports in aggregate. The [Google Analytics Terms of Service](#) and the [Google Privacy Policy](#) govern Google's ability to use and share information collected through Google Analytics. You can prevent your data from being used by Google Analytics by using the [Google Analytics Opt-Out tool](#).

Ticket and Other Website Purchases

Ticket Purchase Information. In order to access certain products and services available on the Site, you must register with Open2Discussion and provide personal information, including your name, email address, physical address, phone number. This information is necessary for Open2Discussion to complete the purchase, provide the products and/or services to you, and communicate with you about your purchase.

Your Personal Financial Information. When you purchase a ticket or register for The Entrepreneur or any other goods or services through the Event registration page, Open2Discussion does not retain your financial information on the Open2Discussion servers or databases. Open2Discussion does store your billing address information for accounting purposes. Your payment information, such as your name, address, and other financial information (i.e., credit card number, CVV and expiration date), is collected by a third-party website (ex. EventMobi) that tokenizes your payment information and sends the token back to Open2Discussion. Simultaneously, the third-party website sends the Event payment information to Stripe for processing. Please review and agree to both third-party privacy policies before purchasing a ticket from Open2Discussion and providing those third parties with your personal information.

Other Purchases. You may be directed to third-party websites to purchase other goods or services, such as housing or dining services, that use Paypal or 2CP/TPRO as payment processors. These third-party sites will require that you enter payment information, such as your name, address, and other financial information. Please review and agree to the applicable privacy policy for the payment processor before providing them with your personal information.

SHARING YOUR PERSONAL DATA

Generally. Open2Discussion will only share your personal data with your consent or as necessary to answer your questions, provide the products and/or services you request or purchase from Open2Discussion, or to comply with governmental, legal, or internal record-keeping requirements as reasonably required. Limited personal information is shared with sponsors of The Entrepreneur for purposes of curating speakers, content and the overall program. Personal information is also available to other attendees and sponsors if you create a public profile on the event app.

Operations and Maintenance Vendors. Open2Discussion operations and maintenance vendors may have access to your personal data to the extent reasonably necessary to provide specified products or services to Open2Discussion. These vendors and suppliers provide us with technology, services, and/or content related to operation and maintenance of our Site, the Open2Discussion systems, and the Event. Access to your personal data by these vendors is limited to the information necessary for it to perform its function for Open2Discussion. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third-Party Promotions. While on our Site, you may have the opportunity to sign up or opt-in to receive information and/or marketing offers from The Entrepreneur sponsors or partners or to otherwise consent to the sharing of your personal data with a third-party. If you agree to have your personal data shared, your personal data will be disclosed to the third-party and the personal data you disclose will be subject to the privacy policy and business practices of that third-party. If you no longer wish to have your personal data shared with third-parties, you will have the opportunity to opt-out by sending an email to info at o2dentrepreneur.com.

Necessary Disclosures. We may release your personal data to third parties when we have a good faith belief it is necessary: (1) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order; or (2) in special circumstances, such as a financial or physical threat to you or others, including, without limitation, if Open2Discussion detects that a fraudulent credit card charge may have occurred. In the event that Open2Discussion is legally compelled to disclose your personal data to a third-party, we will use our best efforts to notify you unless doing so would violate the law or court order.

Aggregate Information. Open2Discussion may provide third parties with non-personal information about you that does not allow you to be identified or contacted and that is combined with the non-personal information of other users. For example, we might inform third-parties regarding the aggregate number of users of our Site.

MANAGING YOUR PREFERENCES

Opting-Out. You may opt-out of receiving emails, reminders or other communications from Open2Discussion at any time by following these steps: (1) When you have received an email you wish to stop, navigate to the bottom of the email, and select the link “unsubscribe or update your email preferences here”

(2) You may also unsubscribe by contacting us at info at o2dentpreneur.com

ACCESSING AND UPDATING YOUR PERSONAL DATA

To request a summary of the information that Open2Discussion collects about you, or to request that data be deleted or changed, or to update your email marketing preferences, or to ask questions about the Privacy Policy, contact us at the contact information provided at the bottom of this page.

OTHER IMPORTANT PRIVACY INFORMATION

Updating this Privacy Policy. By using the Site, you agree to this Privacy Policy. If you do not agree to be bound by these terms, please leave the Site. This Privacy Policy may change from time to time, and changes are effective upon posting, so please check back to review any updates. Where We Store and Process Personal Data. Since the Site is operated in Canada, any information you provide to us will be transferred to Canada and you agree to that transfer.

Our Retention of Personal Data. Some cookies will remain on your computer for only as long as your browser remains open, or until you delete them off your computer. Other cookies will remain on your computer so that you may be recognized when you return to the website. These cookies will expire no later than 18 months from when they are first placed on your computer. Information collected as a part of a cookie or a security audit log is retained for 2 years. Information collected or created by Open2Discussion is maintained in accordance with [the BC Government's records retention schedules](#) and other legislative requirements.

Collection of Data from Children. This Site is not intended for use by persons under thirteen (13) years of age and shall not be used without the consent from a parent and/or guardian. Open2Discussion does not knowingly collect personal data from or about children under the age of thirteen (13). If a parent or guardian believes that a child under thirteen (13) years of age has shared personal data with Open2Discussion without the parent or guardian’s consent, please contact us at info at o2dentpreneur.com.

Security. Open2Discussion has put in place appropriate safeguards to prevent unauthorized access to your personal data. Although we take such efforts to protect your personal data from loss, misuse, or alteration by third-parties, you should be aware that there is always some risk involved in transmitting information over the Internet.

HOW TO CONTACT OPEN2DISCUSSION

You may contact us by Canada Post or phone with any questions about this Privacy Policy at:

ATTN: Christopher Hamade, Principal

Open2Discussion

PO Box 73535

Vancouver, BC V6E 4L9

or email info at [o2dentrepneur.com](mailto:info@o2dentrepneur.com) for personal data inquiries.