

Scene+ Program Privacy Policy

Scene+ is a loyalty program operated by Scene Limited Partnership ("**Scene LP**", "**we**", "**us**" or "**our**"). Galaxy Entertainment Ltd., a subsidiary of Cineplex Entertainment LP ("**Cineplex**") and Scotia Loyalty Ltd., a subsidiary of The Bank of Nova Scotia ("**Scotiabank**") are the current owners of Scene LP and the Scene+ loyalty program ("**Scene+**" or the "**Program**"). The owners of the Program may change over time, and may include affiliates who participate in the Program ("**Owners**" or "**Program Partners**"). The Owners may grant other parties the right to participate in the Program and with whom you can earn or redeem loyalty points (together with the Owners, the "**Rewards Partners**"). For greater certainty, Rewards Partners may include Owners, rebate rewards partners, travel reward partners and other rewards partners.

Please take the time to familiarize yourself with this Privacy Policy, as it outlines how we collect, use and share personal information while operating the Program. It also describes your privacy choices and how you can contact us if you have questions or would like to exercise your rights under applicable privacy laws.

We recommend that you periodically review this Privacy Policy as it may be updated or revised from time to time, including when new Rewards Partners are added. Your continued participation in the Program constitutes your acceptance of the updated or revised Privacy Policy.

PERSONAL INFORMATION THAT WE COLLECT

We collect information about you and your participation in the Program as is reasonably necessary for us to offer and operate the Program, including:

Enrollment Information

You must be a member of the Program (a "**Member**") in order to earn and redeem Scene+ points and otherwise participate in the Program. When you enroll in the Program, we collect your name, mailing address, telephone number(s), email address, gender and date of birth. Once enrolled, you will receive a physical or digital membership card (a "**Membership Card**").

Information relating to your use of Scene+ Scotiabank Products

When you use a Scene+ Scotiabank Product (such as a Scene+ Scotiabank debit card or a Scene+ Scotiabank credit card) to purchase a product or service, information about that purchase is shared by Scotiabank with Scene LP. This includes purchase date, purchase amount, merchant name and location. Please note that merchant name and location will not be shared for merchants that are considered sensitive, such as healthcare providers.

Information relating to your use of Membership Card at Cineplex

When you use your Membership Card at Cineplex locations, information about your transaction is shared with Scene LP. This includes date, location, movie attended, concessions purchased, and total amount spent.

Information relating to your use of Membership Card at other Rewards Partners

When you use your Membership Card at or through other Rewards Partners locations, information about your transaction will be shared with Scene LP. This typically includes transaction date, time, location, and amount spent, and details of products or services purchased.

Information from our Program or Rewards Partners

We collect information from our Program or Rewards Partners that is reasonably necessary for us to offer and operate, and for them to participate in, the Program.

Redemption Information

We collect information about your Scene+ points redemptions, including the date and time of the redemption, the amount of Scene+ points redeemed, where they were redeemed, and the product or service the Scene+ points were redeemed for.

Information Collected Automatically

When you visit the Scene+ website or download or use the Scene+ mobile application, we collect information about the device you are using, including (as applicable) your Internet, telecom or mobile carrier and service provider, IP address, device ID, the date and time of your visit, the pages of the website you visit, the features of the app that you use, and the referring URLs you came from. We also collect information about the searches you perform when using the application or the sceneplus.ca website.

Our web server uses cookies to automatically recognize you as a registered visitor, where you have indicated your preference to be automatically logged in.

We use pixels, or transparent GIF files, to help manage online interest-based advertising. These GIF files are provided by our ad management partners. These files enable us to recognize a unique cookie on your Web browser, which in turn enables us to learn which advertisements bring users to our website.

We also use cookies and similar tools for tailored interest-based advertising purposes. These cookies and tools may be placed by us, or by our advertising partners.

You can disable cookies using your Internet browser's settings. Please consult your browser's help function for information on how to disable cookies. Note that if you disable cookies, certain features of our website may not function properly. Click on the following links to learn how to delete or block cookies in your browser: [Google Chrome](#); [Mozilla Firefox](#), [Microsoft Internet Explorer](#); [Safari](#); [Opera](#).

If you opt-out of interest-based advertising by a third party, these technologies may still collect data for other purposes, including analytics, and you will still see ads from Rewards Partners across the Internet, but the ads will not be targeted based on behavioural information about you, and may therefore be less relevant to you and your interests.

Interest-based advertising opt-outs work by saving cookies in your browser that tell the various ad partners that you have opted-out. Because cookies are generally browser-specific, your choice will only apply to the web browser from which you opt-out. You must opt-out from each web browser from which you do not want interest-based advertising (and this may involve different devices, if you use more than one).

Location Information

Through your mobile device, you may have the ability to activate the location tracking functionality to allow Scene LP to access your GPS location. Activating location or device tracking functionality is a function of your mobile device and not required for your participation in the Scene+ Program. By activating this feature, you agree to allow Scene LP to use your GPS location for purposes of notifying you when you are at, or are in close proximity to, a Rewards Partner, and you agree that Scene LP may collect and use your location information and transmit such information to its third party service providers for these purposes.

Other Information

We may collect personal information in other circumstances, such as when you:

- Create an account. We will ask you to create a password and send you a single-use security code via your mobile phone or email, for added security.
- Contact us with questions, comments, concerns or requests. This information may include your name and contact information and the information that you choose to provide.
- Participate in a contest or promotion. This information may include your name and contact information and any additional information required in connection with the contest or promotion (for example, we may run a contest that asks you to share a photo or story about yourself).
- Participate in a survey. This information may include your name and contact information and any other information that you may choose to provide in response to the survey questions.

HOW WE USE PERSONAL INFORMATION

We use the personal information we collect to:

- Set up and administer your membership in the Program, including to establish your eligibility for the Program, connect your Scene+ account with a Scene+ Scotiabank Product, where applicable and provide ongoing management of your Scene+ account.
- Operate and offer the Program, as set out in the Program terms and conditions, including recording points and maintaining up-to-date point balances, processing points redemptions and issuing rewards.
- Facilitate your participation in promotions, contests and surveys.

- Communicate with you about the Program, including to provide updates regarding the Program terms.
- Understand your needs and preferences, and to provide you with tailored offers, promotions and information, including from Scene LP, the Program and Rewards Partners, and other third parties. You can ask us to not use your personal information for this purpose by contacting us as described below.
- Understand how our Members use the Program, and interact with our website, mobile application and advertising, in order to make improvements and develop new features, products or services.
- Generate aggregate and anonymous information and reports, lists or other data, created from our analysis of information we hold about you, including enrollment information, device ID, information we may collect about you through your participation in the Program or use of your Scene+ Membership Card or account (including earning or redeeming points) and information we collect from our Program or Reward Partners (“**Reports**”).
- Detect, prevent and investigation suspicious, unauthorized, fraudulent, illegal and/or unlawful activity.
- Any other purpose or use that is permitted or required by law.
- Facilitate or enable any corporate or commercial transaction involving Scene LP or the Program.

WHEN YOUR PERSONAL INFORMATION IS SHARED

Program Partners

Subject to your privacy choices below, we share your enrolment information, device ID, points balance and redemption information with our Program Partners, and such other information that may reasonably be necessary for the purposes of their participation in the Program. They may use this information, alone or in combination with other information they may have independently collected about you:

- For purposes of participating in the Program, including access to information about your available points balance to facilitate redemptions and respond to Member inquiries.
- To conduct analytics or to create anonymous and aggregated data which they can share or sell to third parties.
- To send you information and offers that are tailored to your inferred interests, including information and offers from and about the Program and Rewards Partners. You may choose not to receive such offers by contacting the Program or Reward Partners as set out in their respective privacy policies.
- To understand your needs and preferences, and to provide you with tailored offers, promotions and information. You may choose not to receive such offers by contacting the Program or Reward Partners as set out in their respective privacy policies.

- Such other purposes as may be set out or contemplated under this Privacy Policy, that may be reasonably necessary to operate the Program, as may be permitted or required by law, or to which you have consented to or are otherwise permitted under the applicable Program Partners privacy policy or agreement.

From time to time, we will share with our Program or select Reward Partners aggregated or anonymized Reports.

You can ask us not to share your enrollment information or device ID with Program Partners for the above purposes by contacting us as described below. However, we may still share your personal information with them for other purposes that are reasonably necessary in connection with operating or offering the Program.

Non-Owner Rewards Partners

We may give non-Owner Rewards Partners access to information about your available points balance to facilitate redemptions, respond to member inquiries and other similar purposes. A list of Scene+ Rewards Partners can be found at sceneplus.ca and may be updated from time to time as Rewards Partners join or leave the Program.

Service Providers

We may use service providers (including affiliates acting in this capacity) to provide certain services on our behalf, such as data hosting and processing, analytics, marketing, call centre, mailing, and similar services. As a result, these service providers may process or handle personal information on our behalf. These service providers may be located outside of Canada, including in the United States, or in jurisdictions outside North America. As a result, your personal information may be accessible to regulatory authorities in accordance with the laws of these jurisdictions. When personal information is provided to our service providers, we require them to protect the information in a manner that is consistent with this Privacy Policy.

Business Transactions

We may disclose personal information to facilitate or enable any corporate or commercial transaction involving Scene LP or the Program.

CONSENT

By enrolling in the Program, you consent to our collection, use and disclosure of your personal information as described in this Privacy Policy.

We may collect, use or disclose your personal information without your consent as permitted or required by law, for example in response to a court order or subpoena, to detect, investigate and/or prevent fraud or other criminal activity, or to comply with our legal and regulatory obligations. This may include disclosing your personal information to Program or Rewards Partners so that we may jointly investigate any suspicious, unauthorized, unlawful, illegal or fraudulent activity on your Scene+ account.

YOUR RIGHTS WITH RESPECT TO YOUR PERSONAL INFORMATION

You have the right to:

- Request access to, or correction of, your personal information in our custody or control.
- Request information about how we have used and disclosed your personal information.
- Withdraw your consent to our collection, use and disclosure of your personal information.

If you wish to exercise any of these rights, please contact us as described below. Please note that these rights are subject to certain restrictions and we may take reasonable steps to verify your identity before responding to your request.

Depending on the circumstances, your withdrawal of consent to our collection, use and disclosure of your personal information may prevent us from providing you, or continuing to provide you, with some products and services, the ability to access certain products and services, or information that may be of value to you.

We will act on your instructions as quickly as possible but there may be certain uses of your information that we may not be able to stop immediately.

You can opt-out of Scene+ emails at any time by clicking on the unsubscribe link at the bottom of the email or by logging into your Scene+ account and changing your communications preferences. Unsubscribe requests and changes to communication preferences will be completed within 10 days from date of request.

To opt-out of receiving SMS text messages, respond to any message by texting "STOP". To opt-out of direct mail and phone marketing communications, contact us using the contact information set out below.

SECURITY, RETENTION AND DESTRUCTION OF PERSONAL INFORMATION

Your personal information will be maintained on our servers or those of our service providers and will be accessible by authorized employees, representatives and service providers who require access for the purposes described in this Privacy Policy.

We protect and safeguard your personal information using physical, electronic and procedural measures appropriate to the sensitivity of the information, including safeguards to protect your information against loss and theft, as well as unauthorized access, disclosure, copying, use, or modification.

We retain personal information for as long as necessary to fulfill the purposes for which the information was collected and otherwise meet our statutory obligations and reasonable business requirements.

EXTERNAL LINKS

The www.sceneplus.ca website and the Scene+ mobile application may contain links or references to other websites to which this Privacy Policy does not apply. For example, when you click a link to take advantage of third-party services, our website may indicate that you are leaving www.sceneplus.ca and using a third-party website for those purposes. Please be advised that these sites are not owned or controlled by Scene LP. When providing personal information on other websites not controlled or owned by Scene LP, we encourage you to read the privacy policy of those sites.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be amended from time to time. If we make material changes, we will take reasonable steps to notify, including by posting the revised Privacy Policy on the **www.sceneplus.ca website.**

HOW TO REACH US

If you have any questions about this Privacy Policy, would like to request access to or correction of your personal information, would like to withdraw your consent to our processing of our personal information, or have any other inquiries about how we handle your personal information, please contact the Scene+ privacy officer by calling toll-free at 1 866-586-2805 . If you have a sensory disability, please let us know and we will work to accommodate your needs.

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