

PART I – COMPLETE PRIVACY POLICY

Introduction

The Metro Loop website (the “**Site**”) has created this Privacy Policy in order to demonstrate our firm commitment to privacy. By visiting our Site and using our Services, you are accepting the practices and guidelines set out in this document (henceforth referred to as the “**Policy**”).

The Policy will address how Metro Loop (referring to Metro Loop, a division of Xplore Inc., and all its services and products; also refers to ‘**us**’, ‘**we**’, ‘**Supplier**’ and ‘**Company**’ in this Policy) uses and stores the data gathered when you (the ‘**User**’ and/or ‘**Customer**’) use its website and associated web applications.

The Policy does not apply to or bind third parties that Metro Loop does not control or to individuals that have special permission from Metro Loop to contravene the Policy.

We limit the collection and use of personal information

Collecting personal information allows Metro Loop to offer a more customized, secure, and efficient service to users. To that end, we only collect personal information that is relevant to the purposes of the Company.

We collect the following information from our users:

- Registration information (first and last name, password, email address, address, city, province/state, and any other information your employer/organization/association deems necessary)
- All other user-generated content entered in the normal course of using the Services, including but not limited to profiles, comments, suggestions, forwarded messages, etc.
- Feedback information
- Passive information
- Network traffic data
- HTTP request header information

Network traffic data is collected by Metro Loop and our third-party traffic analysis provider through the use of javascript and similar technologies that is included in our website as well as cookies that are stored temporarily on your computer. Together, these technologies help us manage our content by identifying what content is effective. We do not, and our third-party traffic analysis provider does not, tie the traffic data to our customers' personally identifiable information. Other cookies created by Metro Loop are used to secure your login session and to help ensure the security of your account. Such cookies are unrelated to the aforementioned traffic analysis, never shared with third parties, and automatically discarded upon logout.

Metro Loop and our partners employ a software technology called clear gifs (also known as Web Beacons) that helps us manage our sites by identifying what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on your computer, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. In some cases we may tie the information gathered by clear gifs to our customers' personally identifiable information.

Your information

Metro Loop may use the information listed above to: enforce our Terms of Service, Acceptable Usage Policy, customize and improve Metro Loop's products, services, website, provide customer service, resolve disputes and troubleshoot problems, inform users of targeted marketing, service updates and promotional. Registration is required if you want to use many of the services of Metro Loop. As part of this registration, Metro Loop will require that you submit certain information, such as your e-mail address. Any and all information submitted to Metro Loop as user input may be gathered and processed by Metro Loop to improve its service offerings. Metro Loop may use anonymous information gathered through user input for marketing purposes. Metro Loop will not use user input information that identifies you specifically without your permission.

We gather and store certain types of information whenever you use Metro Loop products or services. Metro Loop records traffic data from your browser, including your IP address, cookie information, and the pages you are visiting within the site. Traffic data is helpful in identifying and fixing problems with the site.

Metro Loop may display on any page within the site how many times that page has been viewed.

Programs are available that can help you visit websites anonymously, but using such a program may make Metro Loop unable to provide a personalized experience for you when you use its services.

Passive information is automatically generated. Metro Loop will only use this information on an aggregated level for service and website improvement or for statistical information.

Metro Loop uses cookies to enable the site to recognize your browser and relay traffic data back to our servers. Metro Loop cookies do not collect personal information, and information from cookies is not combined with other personal information to identify specific users' browsing frequency or actions.

You are strongly encouraged to keep your cookie settings enabled, because they allow you to fully experience many of Metro Loop's features.

Some of Metro Loop's partners, especially site analyzers, use cookies on the Metro Loop family of websites, but we do not use, access or control those cookies or their uses.

The information users provide to Metro Loop is integral to the functioning of the website. We will not rent or sell your personal information to anyone. We share such data only in certain circumstances, as listed below:

- Metro Loop employees, consultants and contracted workers may use or come into contact with user information during the course of their normal working duties for Metro Loop.
- Metro Loop will release personal user information if it is required under the law or the Terms of Service, or is otherwise necessary to protect the rights, property or safety of Metro Loop, its employees, users or others. We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our site.
- If Metro Loop ever wishes to share your personal information except as set forth above, it will contact you and you may prevent Metro Loop from sharing this data by opting out.

How your information is stored

Your personal data stored by Metro Loop is protected at all times by a user name and password login at a minimum. You are responsible for keeping your user name and password secret, and should be careful to log out of your account after you have finished any given session, especially when using a public computer. The security of your personal information is important to us. When you enter sensitive information (such as your name, mailing address, etc.) on our registration forms, we encrypt that information using secure socket layer technology (SSL).

Only employees that need to access personal information (such as customer service representatives) will have access to personal information. Metro Loop ensures all employees, sub-contractors, and partners are regularly updated and informed of security and privacy practices.

Your choices about your privacy

You may always opt not to disclose certain personal information, but that may mean that you will not be able to access certain services.

Metro Loop does not post any user information along with testimonials unless we have been given permission to do so by the user or Customer. We get in touch with our users to verify that they are aware of their personally identifiable information being posted on our public site before anything is posted. The user may submit or revoke a testimonial by contacting the privacy officer.

If you choose to submit any personally identifiable information on our blog and/or forums you should be aware that this information can be read, collected, or used by other users on these forums. We are not responsible for the information you choose to submit in these blogs and/or forums.

If you have a complaint about Metro Loop's privacy policy, please send it via email to privacy.officer@metroloop.net or mail it to our head office, attention Privacy Officer. Our head office address is available from the Contact page at <http://metroloop.net>. Your complaint will be filed and reviewed by the Privacy Officer. If required, you will receive a response to your message as soon as possible. If necessary, Metro Loop will incorporate any changes that are necessary as soon as possible

Changes to this Privacy Policy

Metro Loop may amend or change this Policy at its sole discretion at any time. The use of the information we collect at any given point is subject to the Privacy Policy in effect at the time of collection. You should periodically check the Privacy Policy to make sure you understand the current policy.

Metro Loop will notify you through e-mail contact or a prominent notice on the site before we implement any material changes regarding our privacy practices.

Conditions of use

Your use of the Metro Loop group of websites and other services is subject to this Privacy Policy and the Terms of Use document, including limitations on damages, arbitration of disputes, and application of law of the Province of Ontario, Canada.