

## **PRIVACY POLICY**

This Privacy Policy sets the policies and privacy practices of MTY Tiki Ming Enterprises Inc./Les Entreprises MTY Tiki Ming Inc., owned by MTY Food Group Inc./Groupe d'Alimentation MTY Inc., regarding the Groupe Valentine division and the Valentine trademark (collectively "Valentine") regarding the collection, use and disclosure of Personal Information with respect to websites managed by Valentine, particularly valentine.ca and marchetapoutine.com (collectively the "Sites").

Valentine may update this Privacy Policy by giving reasonable notice of changes (including by email or by posting on the Sites), and this Privacy Policy may be supplemented or amended by agreements entered into between MTY Tiki Ming Enterprises Inc./Les Entreprises MTY Tiki Ming Inc., or MTY Food Group Inc./Groupe d'Alimentation MTY Inc., or Valentine, and the Individual (as such term is defined below), from time to time.

**In this Privacy Policy, the expression "Personal Information" means any information about an identified individual, as further defined in this Privacy Policy and under applicable Canadian laws.**

### **Collection and Use of Personal Information**

Valentine's collects and uses Personal Information, including family name, first name, mailing address, email address, telephone numbers (collectively, "Personal Information") for customers, job applicants, bidders, franchisees and others ("Individual") as follows:

- Valentine may collect and store Personal Information and information relating to the payment card and record of purchases of an Individual when they subscribe to services or buy products on the Sites, in one of the Valentine restaurants or at a kiosk representing a Valentine banner.
- Valentine may collect and store the Personal Information of an Individual when they submit an application as part of programs managed by Valentine from time to time, such as locally involved, sports and youth programs, the sponsorship program (collectively the "Programs") or a job application (such as that contained in a resume, a cover letter, or under similar employment-related documents) or when they apply as a Valentine franchisee. Valentine uses the Personal Information submitted as is reasonably necessary to assess the eligibility of an Individual to one of the Programs, to advertise or promote the Programs, to determine if an Individual has the qualities required for a position at Valentine or to become a Valentine franchisee, and to process the request and respond to the Individual.

Valentine may collect and store the Personal Information of an Individual who participates in contests or promotions, in order to award the prizes and to promote these contests and promotions. Only the family names, first names and the city of residence of the Individual may be published in relation to the contests or promotions.

- From time to time, Valentine may attain the consent of an Individual with the use of their full name, postal address and email address to send them newsletters, updates, announcements and special promotions about products and services offered by Valentine.

- The Personal Information of an Individual, including information related to their credit card or other financial information, as well as their usernames and password, may be collected when an Individual participates in the Valentine Rewards Program or the Valentine Gift Card Program (collectively, "Card Programs"). Valentine uses such Personal Information and other information based on what is reasonably necessary to operate and manage card programs, including, without limitation, processing online registrations, credit card billings, communication with an Individual involved in any card programs about either of these card programs, processing of card reloading, the establishment of automatic card reloading, and to develop and improve products and services offered by Valentine.

- Valentine may collect demographic and profile data on the Sites and may combine this data with publicly available information in order to customize each Individual's experience on the Sites and content specific to Individual preferences.

- To use certain features of the Sites (e.g., to make Personal Information about an Individual public, including, in particular, photos and videos), an Individual may be required to register and provide Personal Information, and other information such as date of birth and the user name and password they have chosen. Valentine uses this Personal Information and other information to identify an Individual, provide the requested feature and, with regard to the date of birth, ensure that the Individual meets the minimum age requirement. User names, and the city and province of residence of Individuals are published with the Individual's displayed message. By making Personal Information and other information public on the Sites, the Individual consents to the publication of their Personal Information and other information. By publishing Personal Information and other information about another person, the Individual declares that they have obtained the consent from this person regarding the publication of this Personal Information and other information, when laws on the protection of privacy applicable require it.

- The feature that enables an Individual to share with a friend, and other similar features on Valentine Sites allows an Individual to send emails to others. This

feature requires that an Individual provide their full name and email address, as well as the full name and email address of the recipient. Valentine does not use the full names or email addresses provided in this way for any other purpose whatsoever without the consent of the Individual or the recipient of the email to do so.

- Where an Individual sends Valentine a comment, question or complaint, Valentine may request the Personal Information of the Individual or other information in order to identify or respond quickly to questions, respond to comments or treat complaints from the Individual. Valentine may also retain this Personal Information or other information to assist the Individual in the future, improve customer service and offer them products and services.

Valentine may otherwise use an Individual's Personal Information and other information for additional purposes that are disclosed at the time of use or beforehand.

### **Disclosure of Personal Information**

Valentine does not share, trade, rent, sell or otherwise transfer Personal Information or other information for purposes other than those set forth herein, unless the Individual consents or as required or permitted by law.

Valentine may transfer or disclose an Individual's Personal Information or other information in the following cases:

- Valentine may transfer the Personal Information and other information of an Individual to third-party service providers or agents who provide services to or on behalf of Valentine, such as hosting, data management and storage services, market analyses and retention services. Valentine or any such third-party service provider may use servers for such purposes located in the United States or in another country. The Personal Information or other information of an Individual may be processed and stored in the United States or another country, and the governments, courts or law enforcement or regulatory agencies of that country may be able to obtain access to the Personal Information or other information of an Individual through the laws of that country.

- Valentine, its parent company and affiliates, and its service providers in Canada, the United States and elsewhere may provide the Personal Information and other information of an Individual in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the event of breach of agreement or contravention of law, or as otherwise required by applicable laws, whether Canadian, American or foreign. Valentine may also disclose the Personal Information or other information of an Individual when necessary for the establishment, exercise and defense of legal claims.

· Valentine may transfer all the Personal Information or other information it holds on an Individual as an asset in connection with a merger or sale (including transfers as part of insolvency or bankruptcy proceedings) that affects its division, its parent company or affiliates, in whole or in part, or as part of a corporate restructuring, a stock sale or other change in control of its division, its parent company or affiliates.

### **Cookies and IP addresses**

Valentine collects and uses the IP address of the Individual in order to identify them, collect general demographic information about users of the Sites, diagnose problems affecting Valentine systems and administer the sites.

Depending on the Individual's browser settings, the Sites may use cookies. A cookie is a tiny element of data that our Sites can transmit to an Individual's browser, which can then be stored on the Individual's hard drive. Cookies allow the Individual to be recognized when they visit the Sites again. Valentine uses cookies to provide an Individual with content that meets their preferences and to safeguard their user names and passwords, so that the Individual is not obliged to enter it again each time they uses the Sites. If the Individual's browser settings do not allow them to accept cookies from Sites, the Individual may not be able to fully take advantage of all the features of the Sites.

### **Third Party Links**

The Sites may contain links to other sites that Valentine or its parent company and affiliates are neither the owner nor the operator. In addition, links to the Sites may be included in websites belonging to third parties where Valentine carries out advertising. Unless otherwise provided herein, Valentine does not provide the Personal Information or other information of an Individual to these third parties without the consent of the Individual. Valentine provides links to websites belonging to third parties as a convenience to an Individual. These links are not intended as a recommendation or endorsement of such websites belonging to third parties. These linked websites have privacy policies, notices and terms of use and warnings which are separate and independent, and Valentine recommends that Individuals read them carefully. These third-party websites are beyond the control of Valentine and therefore Valentine disclaims any responsibility or liability for the manner the third parties operating these linked websites collect, use, disclose, secure and otherwise treat the Personal Information or other information of an Individual.

### **Security**

Valentine has implemented measures designed to protect against the theft, loss, unauthorized access, use, disclosure and alteration of Personal Information in

our custody and control, with security measures appropriate to the sensitivity of the information, including through the use of reasonable physical, organizational, and technological safeguards and appropriate training of employees. Valentine's third party service providers are obligated to maintain confidentiality and security of the Personal Information transferred to them and are not authorized to use such information other than to provide the services or as otherwise permitted by law. An Individual's online access to certain Personal Information may be protected with a username and password that the Individual chooses. Valentine strongly suggests that Individuals do not disclose their username or password to anyone. Valentine never asks for an Individual's password in any unsolicited communication. Valentine retains personal information only as long as necessary for the purposes outlined in this Privacy Policy or as required or permitted by law.

### **Opting Out**

Individuals have the option to stop receiving communications from Valentine using the unsubscribe mechanism at the end of our communications or email, or by contacting our Privacy Officer using the contact details below.

### **Access/Corrections**

An Individual may contact the Privacy Officer to access, modify or correct inaccuracies in their Personal Information under the control or custody of Valentine. An Individual can also send a written complaint about compliance with this Privacy Policy to the Privacy Officer and, within a reasonable time after receipt of the complaint, the Privacy Officer will investigate. Within a reasonable time following the conclusion of the investigation, the Privacy Officer will respond to the complaint and, if appropriate, Valentine will take steps to rectify the cause of the complaint.

### **Communications**

If you have questions about this Privacy Policy or about how Valentine, its parent company or affiliates or service providers collect, use or store the Personal Information and other information of an Individual, please contact the Privacy Officer at the following coordinates:

Valentine Restaurants in Quebec  
Attention: Privacy Officer  
6495 Choquette Boulevard, Saint-Hyacinthe, Quebec J2S 8L2  
confidentialite@valentine.ca

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