

PRIVACY POLICY

Last updated: January 1, 2026

Younity Rewards Inc. (“Younity”, “we”, “our”, “us”) values your privacy and we are committed to protecting it. This privacy policy (“Privacy Policy”) describes our practices in handling Personal Information that we collect through:

- Our websites including <https://www.younityrewards.ca>, and any other website operated by us where this Privacy Policy is posted or linked (each, a “Website” and collectively, the “Websites”);
- Our online loyalty program (the “Program”);
- Our mobile applications (the “App(s)”);
- Our electronic communications with you including but not limited to emails that we send to you (“Electronic Communications”);
- Our social media pages that we control from which you are accessing this Privacy Policy (“Social Media Pages”);
- Our offline interactions with you (“Offline Interactions”);
- Any other websites, applications, mobile applications, online services or other programs (“Other Interactions”) where this Privacy Policy is posted or linked.

Collectively, we refer to the aforementioned Websites, Program, App(s), Electronic Communications, Social Media Pages, Offline Interactions and Other Interactions as the “**Services**”.

By using the Services, you agree to this Privacy Policy and any other applicable terms (“**Terms**”) published by us.

This Privacy Policy applies to individuals located in Canada and the United States.

1. ABOUT THE PROGRAM

The Program allows members to earn, track, and redeem rewards across multiple participating brands and merchants (“Participating Merchants”). By signing up for and/or participating in the Program, you agree that Participating Merchants may independently collect Personal Information at their own points of sale, websites, apps or through other interactions with you, subject to their own privacy policies. This Privacy Policy governs Personal Information collected or processed by us in connection with the Program.

2. PERSONAL INFORMATION WE COLLECT

“Personal Information” is information that identifies you as an individual or relates to an identifiable individual. When you visit or use our Services, we collect your Personal Information such as:

- Name
- Email and postal address
- Telephone number
- Day and month of your birthday
- Account credentials for registered members of the Program
- Online and in-store purchase and ordering information including items you search, view, purchase, the cost of your purchase and prices of items, any rewards or promotions associated with a purchase.

3. AUTOMATICALLY COLLECTED INFORMATION

When you interact with the Services, we gather certain information (including Personal Information) automatically. The information we collect includes:

- IP address;
- Device and browser identifiers such as browser type and version, the hardware model of the computer or mobile device used to access our Services, operating system and version;
- Internet or other electronic network activity such as your internet service provider, the site or online service from which you came and the site or online service to which you navigate, mobile network information, website or app usage activity;
- Information collected through cookies, pixel tags and similar technologies. Cookies are pieces of information stored directly on the computer or mobile device that you are using. Cookies allow us to understand how you navigate our Services by collecting information such as browser type, time spent on the Services, interactions with our Websites and online chat box (if any), pages visited, and other traffic data to better serve you, improve your online experience, and match you with the best offers based on your unique interests. Pixel tags (also referred to as web beacons and clear GIFs) may be used to, among other things, track the activity of users of our Services and compile statistics about usage of the Services. We use these technologies to collect and retain usage data for the purposes described in this Privacy Policy, including for marketing and security purposes and to improve your experience with our Services. For information about your options with respect to cookies and similar technologies, see the **Your Privacy Choices and Legal Rights** section below.

4. INFORMATION DERIVED THROUGH OR PROVIDED BY OTHERS

We may receive information about you from third parties that supplement the information we collect from you directly and/or automatically. Sources of such supplemental information may include:

- Participating Merchants when they share information such as transaction eligibility confirmations; account verification data; purchases and redemptions; points earned, redeemed or expired; and rewards selected;
- Social media networks;
- Publicly available databases;
- Service providers when they share information about you (with your consent where required by applicable law).

We may use this information for the purposes described in this Privacy Policy, for operational or marketing purposes and to improve our business.

5. THIRD PARTY ANALYTICS

We may use third party analytics tools to better understand who is using our Services, how people are using them, to optimize our Services for better user experiences and serve personalized content to you through the use cookies, pixel tags or similar technologies described above.

6. HOW WE USE YOUR PERSONAL INFORMATION

We use the Personal Information collected through the Services for the following purposes:

Providing our Services. We use your Personal information to:

- Operate and administer the Program,
- Create and manage membership accounts,
- Record your transactions and fulfill your requests,
- Enable you to interact with third-party content including Participating Merchants, whether by linking to third-party websites,
- Track points, rewards and redemptions,
- Enable you to identify and find Participating Merchants in your locality,
- Communicate with you about your purchases, Program updates and offers,
- Personalize rewards and experiences,
- Enable you to post your content, such as comments, images or videos on our Services,
- Provide customer support,
- Send administrative information to you, such as changes to our terms, conditions and policies,
- Request feedback from you and invite you to participate in surveys and research studies.

Personal Information is used for these purposes to manage our contractual relationship with you, and to comply with a legal obligation.

Sending marketing communications and advertising. We use your Personal Information to:

- Send you marketing related emails with information about our services, new products, new Participating Merchants, and other news about our company and Services,
- Facilitate networks of online social activity centered around our Services,
- Provide you with interest-based advertising that may be very relevant to you. This means that you may see advertisements that are personalized to you on the Services. Some of the companies we work with may combine information received from us with other information they have collected relating to your web browser's activities across their network of websites, where permitted. Please see the **Your Privacy Choices and Legal Rights** section below to learn how you can control use of your information for Younity's and third parties' marketing purposes.

We engage in these activities with your consent or where we have a legitimate interest.

Conducting research and analytics. We use your Personal Information to help us:

- Understand usage of our Services by analyzing our users' preferences and user behavior on our Services so that we can personalize our interactions with you and provide you with information tailored to your interests;
- Measure the effectiveness of our Services and our online and offline marketing and advertising campaigns.
- Improve website functionality and user experience.

We engage in these activities based on our legitimate interests, and with your consent to the extent required by applicable law.

Allowing you to participate in sweepstakes, contests or other promotions.

- From time to time, we may offer opportunities to participate in a sweepstakes, contest or other promotions ("Promotions"). Some of these Promotions may have additional rules on how we use and disclose your Personal Information. Please read those additional rules before deciding to participate.

We use this information to manage our contractual relationship with you.

Performing our legal and compliance obligations. We use your Personal Information to:

- Comply with our obligations under applicable law.

- Respond to requests from and assist law enforcement authorities, other relevant governmental and regulatory entities.
- Maintain the security of our Services and our systems, including to investigate and prevent fraud, unauthorized transactions, unauthorized access to the Services, and other illegal activities.
- To enforce our Terms and this Privacy Policy.
- To protect the legal rights of Younity, our partners and affiliates.

We use and disclose your Personal Information as needed to comply with our legal obligation under applicable law and when we have a legitimate interest to do so.

Accomplishing other business purposes. We use your Personal Information:

- To diagnose, troubleshoot, debug, rectify and fix our Services.
- To develop, market and sell new products and services.
- In connection with the evaluation, negotiation and/or completion of a business transaction such as a merger, reorganization, sale, joint venture, assignment, transfer or other disposition of some or all of our assets, and in connection with any bankruptcy or similar proceedings where the transfer of your Personal Information is necessary.

We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation and/or based on our legitimate interest.

7. HOW WE DISCLOSE INFORMATION

We may share information about you with certain third parties as described below and as otherwise described in this Privacy Policy.

A. Participating Merchants. We may disclose your information to these merchants for purposes of (i) verifying eligible transactions, purchase history, (ii) awarding or redeeming rewards and tracking points earned and redeemed, (iii) administering Program benefits, and (iv) as otherwise necessary to provide the Services to you. Merchants may access information on your activity related to their products through your use of the Services.

B. Service Providers and Vendors. In order to provide the Services to you and for the purposes listed above, we may disclose your Personal Information to trusted third-party service providers and vendors who provide services to us. These include providers of services such as website and cloud hosting, analytics, payment processing, order fulfillment, customer support, email delivery and advertising, information technology and related infrastructure provision, fraud prevention, and other services. Our service providers are bound by confidentiality and data protection obligations.

C. Business transfers. If Younity is involved in a merger, acquisition, sale of some or all of our assets, joint venture, reorganization or similar business transaction, Personal Information may be transferred to the acquiring entity and its advisors leading up to and/or following the transaction. Further, if Younity is involved in any bankruptcy proceeding, Personal Information that we hold may be considered an asset and may be transferred to third parties.

D. Legal or regulatory bodies. We may disclose Personal Information when required to law enforcement authorities, governmental bodies and regulatory agencies in compliance with applicable law. We may also disclose such information to protect our legal rights and the rights of other users of our Services.

E. Other third parties. We may share your information with other third parties at your direction or with your consent.

8. HOW WE PROTECT YOUR PERSONAL INFORMATION

Younity maintains reasonable organizational, technical and administrative measures designed to protect your Personal Information. Within our organization, we limit access to Personal Information on a need-to-know basis. All our employees, contractors and personnel who access Personal Information are bound by confidentiality obligations and may be subject to discipline including termination of employment for any unauthorized use or disclosure of Personal Information.

However, no transmission of information over the internet or storage is absolutely secure. You are responsible for protecting your passwords, other credentials and your devices. If you believe your user account on any of our Services has been compromised, please reach out to us immediately via our contact information as stated below in this Privacy Policy.

9. NO SENSITIVE PERSONAL INFORMATION

We do not require your sensitive Personal Information (e.g. your social security number, driver's license, passport number, information about your racial or ethnic origin, political opinions, religion or other beliefs, health, or trade union membership) to provide Services or any of the purposes set forth in this Privacy Policy. Therefore, we ask that you do not send us or disclose any sensitive Personal Information to us.

10. COOKIES AND SIMILAR TRACKING TECHNOLOGIES

Cookies are small text files stored on your device when you visit a website. They help the site remember your preferences and understand how people use it. We use cookies and similar technologies on our Websites, App(s), Program and other online services to enable them work properly, remember your preferences, and to improve your online experience.

You can control or delete cookies through your browser or device settings. You can refer to: <https://allaboutcookies.org/how-to-manage-cookies> for information on how to enable or disable cookies on commonly used browsers. Please note that disabling some cookies may affect how the Services work and you may not be able to take advantage of all of the features of our Services. You can also set your browser to notify you when you receive a cookie or to not accept certain cookies. Please contact us at: admin@younityrewards.ca if you have questions or concerns.

11. YOUR PRIVACY CHOICES AND LEGAL RIGHTS

11.1 Your Legal Rights

Depending on where you live, you may have certain legal rights in relation to your Personal Information. These rights are explained below and may be subject to verification, legal exceptions, and limitations permitted by law:

A. Right to Know – you have the right to be informed about how your information is collected, used, disclosed, retained and transferred.

B. Right to Access – you may request a copy of the Personal Information we have collected, used and disclosed about you during the past 12 months (or longer, where required by law).

C. Right to Correct – you may request that we correct any inaccurate, incomplete or outdated information maintained about you. If you use our App(s) or if you are a member of the Program, you may also correct your information through the user profile settings.

D. Right to Delete – you may request that we delete Personal Information we have about you, subject to certain legal exceptions such as fraud prevention and compliance with our obligations under applicable law.

E. Right to Withdraw Consent – you may withdraw your consent to our collection, use, or disclosure of your Personal Information at any time subject to legal or contractual restrictions. Withdrawing your consent does not affect the lawfulness of any processing we carried out prior to your withdrawal. It will also not prohibit us from processing your Personal Information on the basis of other lawful grounds. Withdrawing consent may affect your ability to participate in the Program.

F. Right to Data Portability – where applicable, you may request a copy of certain Personal Information in a structured, commonly used technological format to transmit it to another entity.

G. Right to Complaint – If you believe your privacy rights have been violated, you may submit a complaint to us or to the appropriate regulatory body.

H. Right to Information about Automated Decision-Making – if we use automated processes to make decisions that significantly affect you, you may request information about the decision-making process and the personal information used.

I. Right to Opt Out of Selling, Sharing and Targeted Advertising – Please note that we do not sell Personal Information for monetary benefits. However, we use and disclose your Personal Information to third parties for analytics, cross-context behavioral advertising and other purposes as described in this Privacy Policy. Some of these uses may be considered a “sale” or “sharing” or “targeted advertising” under applicable law. You may have the right to opt out of our selling, sharing or targeted advertising under applicable law by clicking the “**Do Not Sell or Share My Personal Information**” link on our online Services. You may also exercise other rights available to you as outlined in this Privacy Policy.

J. Right to Process Your Opt Out Preference Signals – Where available, you may choose to enable a universal tool that automatically communicates your choice to opt out of the sale or sharing of your Personal Information for cross-context behavioral advertising or targeted advertising as required by applicable law, such as the Global Privacy Control. For more information about the Global Privacy Control, please see: <https://globalprivacycontrol.org> We apply the opt-out to the browser from which the signal was sent. If you use different browsers or browser profiles, please note that you may need to enable the signal on each browser or browser extension you use. You do not need to create an account for us to process an opt-out request made through a recognized preference signal.

K. Right to Non-Discrimination – you have the right not to receive discriminatory treatment for exercising any of your privacy rights.

L. Right to Request List of Third Parties – you may have the right to request a list of the specific third parties to whom we have disclosed your Personal Information.

11.2 Exercising Your Legal Rights.

If you want to exercise your right to access, correct, delete, or opt out of the processing of your Personal Information, or request a list of third parties, or withdraw consent, or submit a complaint, or if you would like to receive a copy of your Personal Information to transmit it to another company (provided these rights are available to you under applicable law), you may contact us at admin@younityrewards.ca.

You may opt out of Younity’s marketing emails by clicking the “unsubscribe” link at the bottom of each email or by contacting us at: admin@younityrewards.ca. Please note that if you opt out of marketing related emails from us, we may still send you important operational or transactional emails and you cannot opt out from such emails.

You may opt out of receiving mobile text messages from us, our partners or third parties to whom your information has been disclosed in accordance with this Privacy Policy. You can text “STOP” in response to any such text message, or follow any other opt-out instructions in the mobile text message. You may also contact us at admin@younityrewards.ca.

We will respond to your requests within the appropriate timeline under applicable law. Please note that to protect your privacy, we may request certain information from you to verify the identity of the individual making the request. Where allowed by applicable law, we may decline a request (except for opt-outs) if we do not receive necessary additional information to verify your identity and confirm the Personal Information we have about you.

If your Personal Information was submitted to us by or on behalf of a Participating Merchant and you would like to exercise any of your legal rights, please reach out to the Participating Merchant directly. For information on how a Participating Merchant uses your Personal Information, please see their privacy policy.

12. HOW LONG WE RETAIN YOUR PERSONAL INFORMATION

We retain Personal Information only for as long as reasonably necessary to provide the Services and to fulfill the purposes for which it was collected as described in this Privacy Policy, consistent with applicable law. We may retain Personal Information after our relationship with you ends. We determine the appropriate retention period based on factors such as: the amount, nature, and sensitivity of the personal information; the potential risk of harm from unauthorized use or disclosure of the personal information; the purposes for which we use the personal information; the need to operate, analyze, or improve our business; the need to exercise or defend our legal rights and any legal claims, the need to prevent fraud; recordkeeping or other relevant legal requirements.

When Personal Information is no longer required, we will:

- Securely delete it, or
- Anonymize/de-identify or aggregate such information so that it can no longer be associated with an identifiable individual, therefore it will no longer be considered Personal Information. Anonymized/de-identified or aggregated information may be retained and used for analytics, reporting and other purposes in accordance with applicable law.

13. DO WE COLLECT PERSONAL INFORMATION OF CHILDREN?

Younity’s Services are not directed or targeted at individuals under the age of 13 (in the U.S.) or under the age of majority in their province (in Canada) or other relevant ages which may apply under applicable

law. If you believe we may have collected information about a child under such age, please contact us immediately at admin@younityrewards.ca.

14. CROSS-BORDER TRANSFERS

We may transfer, store, or process Personal Information outside of your province, state, or country of residence, including in Canada, the United States, and other jurisdictions where we, our service providers, or Participating Merchants operate. Due to this, your information may be transferred to countries or regions with data protection laws that are different from those of your country, state or province. Consequently, it may be subject to the laws of the jurisdiction in which it is processed and may be accessible to courts, law enforcement, or regulatory authorities in that jurisdiction. We take reasonable steps to protect Personal Information involved in cross-border transfers by implementing appropriate contractual, technical, and organizational safeguards and complying with applicable law.

By accessing or using the Services, you acknowledge that your Personal Information may be transferred outside your jurisdiction of residence.

15. THIRD PARTY SERVICES

The Program and our Services may contain links to, integrate with, or otherwise provide access to third-party websites, social media platforms, applications, or services, including those operated by Participating Merchants or other third parties (collectively, “Third-Party Services”). These Third-Party Services are provided for your convenience only and may have their own privacy policies, terms of use, and data collection practices. We do not own, control, or operate Third-Party Services and are not responsible for the privacy practices, security measures, content, or data handling practices of those third parties. Any personal information you provide directly to a Third-Party Service, or that is collected by a Third-Party Service through its own technologies, is governed by that third party’s privacy policy and not this Privacy Policy. We encourage you to review the privacy policies of any Third-Party Services before providing personal information or using those services. Your interaction with Third-Party Services is at your own risk, and we disclaim responsibility for any loss, misuse, or unauthorized disclosure of personal information by such third parties, to the extent permitted by applicable law.

16. WHOM SHOULD YOU CONTACT WITH QUESTIONS, REQUESTS OR CONCERNS?

If you have questions, comments or wish to exercise your privacy rights, contact us by emailing admin@younityrewards.ca.

Authorized agents may submit requests on behalf of California residents, subject to verification.

17. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically. The “Last Updated” date at the top of this Privacy Policy indicates when this Privacy Policy was last revised. Where required, material updates will be communicated consistent with applicable law. Any changes to this Privacy Policy become effective when the updated Privacy Policy is posted on the Services. Your continued use of the Services constitutes your agreement to the current version of the Privacy Policy.

