

Guest Privacy Policy

Adanac Adventures, a subsidiary of Brainstorm Projects Inc., and its affiliates and partners, (collectively, "Brainstorm", "we" or "us") are committed to preserving and safeguarding your right to privacy. As part of this commitment, we want you to be fully aware of what happens to your personal information, which we have in our possession. Accordingly, this Privacy Policy sets out the manner in which we will collect, use, disclose and otherwise manage your personal information.

Collection of Personal Information

We collect the personal information you provide us when you make a reservation at, stay at or purchase a travel-related product or service at any of the rental units owned and/or managed by Brainstorm. The personal information we collect may include your name, gender, address and telephone number, e-mail address, credit card or other payment information, preferred language of communication, and other information, such as your arrival and departure dates, the number of adults and children accompanying you during your stay and your vehicle information. Certain information such as your name, address and telephone number, credit card or other payment information, room type, arrival and departure dates and number of guests accompanying you are required in order for us to process your reservation. You may also at your option, provide us with other information such as any special requests or preferences you may have to make your stay more enjoyable. Any information that is generated during your stay with us is treated as confidential and will be respected in accordance with this Privacy Policy.

We may also collect personal information when you choose to join one of the loyalty programs offered at our hotels or resorts, when you choose to participate in one of our contests or other promotions, when you provide information on a volunteer basis for a survey of your preferences, needs or interests, or when you purchase travel-related products or services available through our websites.

Personal information we receive from you may be collected by us either directly from you or may be obtained from one of our third party service providers who has collected the information from you on our behalf. These service providers may include providers of reservation services or one of the recognized organizations with which our rental units may be affiliated.

We also may automatically collect general anonymous information related to your use of our websites, such as the date and time you visit the websites and the pages you visit on the websites. In addition, we collect "cookie" information from your browser to identify your computer and provide us with a record of your visits to our websites. The technology used to gather "cookie" information is provided by the Internet browser you use, and may be turned off by using your browser preference buttons. This statistical information helps us to understand how our websites are used (e.g., identifying which pages or sections are most popular and the peak activity times), which assists us in planning for future improvements to the website to better meet our guest's needs.

Purposes of Collecting Personal Information

We may use your personal information for one or more of the following purposes:

- to process your reservation or other purchases;
- to identify you and facilitate check-in;
- to facilitate billing and collection;
- to provide the accommodations and related services you request or prefer;
- to understand your needs and improve our product and service offerings to meet those needs;
- to create marketing lists to allow us, our affiliates and selected service providers to promote and advise you of products and services offered by us or our marketing partners that may be of interest to you; and
- to establish and maintain relations with our guests.

You may refuse or withdraw your consent to our use of your personal information as explained under "Consent" below. Before using your personal information for any purpose other than those listed in (i) to (vii) above, Brainstorm will explain that purpose to you and seek your consent.

Disclosure of Your Personal Information

In common with many organizations, we reduce costs by obtaining some routine services from third party service providers, and your information may be provided to them. These service providers must agree to only use the information disclosed to them for the specific purposes stated by us in the agreement and are prohibited from using it for any other purpose. Disclosure of personal information to these providers may be for:

- processing of your reservations;
- processing and fulfillment of your purchases of travel-related products and services;
- printing and mailing services for promotional and marketing material;
- collection and compilation of information contained in guest comment cards;
- or contacting you from time to time to conduct surveys or to obtain your feedback on our existing or proposed product and service offerings.

In addition, we may enter into agreements with marketing partners in the hotel and travel industry to disclose personal information through marketing lists for the sole purpose of direct marketing of products and services that may be of interest to you. These marketing lists contain very general and non-sensitive information, such as names, addresses and other contact information. In no case will sensitive personal information be disclosed without the express consent of the guest.

Our disclosure of your personal information to third parties will only be for the purposes set out in this Privacy Policy. Except as expressly set out in this Privacy Policy, we will not sell, transfer or otherwise disclose any of your personal information to any third party (including any of our marketing partners) without your express consent.

Consent and Opting-Out

Our collection, use or disclosure of your personal information requires your consent. Depending on the nature and sensitivity of your personal information, your consent to the

collection, use and disclosure of such information may be express and positive (which may be oral, in writing or electronic) or implied (such as by using our products or services or by not responding to our offer to remove your personal information from our marketing lists) in which case we assume that you consent. Consent may be given by your authorized representative. You may withdraw your consent at any time as long as you give reasonable notice of withdrawal.

Withdrawal or refusal of consent is subject to legal and contractual restrictions. Brainstorm can collect, use or disclose your personal information for legal, security or certain processing reasons when authorized by law. For example, we must provide your personal information in response to a search warrant or other legally valid enquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by law. We may also disclose personal information necessary to enable us to process your reservation or purchases of travel-related products or services and to collect a debt owed by you.

If you prefer to be removed from the marketing lists used to market products and services to you, you have the opportunity to opt-out by contacting us in the manner set out below. If you do not opt-out, we will assume that you consent. You are free to opt-out from our marketing lists at any time, allowing a reasonable time for withdrawal. By opting out you may limit our ability to offer you certain goods, services or benefits.

Security of Personal Information

We will maintain your personal information in secure data storage to safeguard it from unauthorized access, use or disclosure. We will maintain the strict confidentiality of all personal information collected, and will only disclose such information to employees and service providers of Brainstorm who require such information for the purposes set out above. We have entered into agreements with our service providers to safeguard the personal information in their possession. We will only keep your personal information for as long as it remains necessary or relevant for the purposes stated above or as otherwise required by law.

We will keep personal information that is in our possession or control accurate, complete and up to date as is necessary for the purposes for which it is used.

Third Party Website Links

Our websites may contain links to third party websites. Any such websites are not under Brainstorm's control, and Brainstorm does not assume any responsibility for the manner in which the operators of such third party websites may treat any personal information you provide to them. We strongly encourage you to read the privacy statements of all such third party websites as their policies may be materially different from this Privacy Policy.

Accessing Your Personal Information

You have the right to reasonable access to your personal information in our possession or control and to request rectification of any personal information that may be obsolete,

incomplete or incorrect. You can make the request by letter or telephone if you prefer. We may charge you an administration fee for providing access to your file in accordance with the nature of your request. Normally, we will respond to access or rectification requests within 30 days.

How to Contact Us

To obtain access to your information, report incorrect information, file a complaint, file an opt-out request or to make any enquiries or comments about this Privacy Policy, contact us at:

Brainstorm

8804 Fairmount Drive SE Calgary, AB T2H 0Z1

Attention: Privacy Officer

Phone: 403-399-2331

Fax: 403-259-6533

Email: Info@Brainstormprojects.com

In addition, you may speak to the staff at any of the rental units owned and/or managed by Brainstorm.

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