

Privacy Policy

Last Updated: November 12, 2012

Your privacy is very important to Cossette Digital Inc. ("Cossette", "Top Voice", "we," "us," "our"). We respect your privacy rights and are committed to protecting your privacy and to use your personal information for the uses that you will have approved only. Top Voice analyses social media information and interactions related to different brands in order to measure your influence. This privacy policy ("Policy") explains how your information is collected, used and disclosed by Top Voice. This Policy is subject to all the terms and conditions for the use of the Services provided in the Terms of Use. Please see our Terms of Use at <https://topvoice.com/terms-of-use>.

Collected Information

Information will be collected by Top Voice on www.topvoice.com (the "Site"), on our Facebook application (www.facebook.com/topvoice) and through mobile applications and services where Top Voice is active (collectively, such services, including any new features and applications, and the Site, the "Service(s)"). When you use the Services, you consent to our collection, use, disclosure of your information as described in this Policy. The information we collect is needed in order to calculate your influence (your "Top Voice Ambassador Score(s)"). The information Top Voice gathers falls into either of the 2 following categories:

1. Personally identifiable information, which includes personal information you supply when you register, order, complete a survey, enter a contest, provide your email address or provide your friends' email addresses such as, but not limited to, your name, your age your pictures, your email address, your telephone number, your mailing address and your employer; and
2. Non-personally identifiable information collected through technology, which includes the IP address of the computer you are using, your domain name, your browser, your operating system, the navigation path that brought you to our Site, aggregate information on what pages your access or visit and tracking information collected as you navigate the Web.

Cookies

Our Site may use "cookies". Cookies record user-specific information on what pages you access or visit, alert you to new areas that we think might be of interest to you when you return to our Site, record past activity at a site in order to provide better service when you return to our Site, help ensure you are not repeatedly sent the same banner ads, customize web page content based on your browser type or other information that the you send. You can disable cookies by disabling this feature in your browser. However, if you refuse cookies, you may not be able to use

the Services. Cookies allow you to take full advantage of the best features of the Services. We recommend that you allow them.

Use of Information

Top Voice respects your privacy settings and does not analyze private accounts unless given explicit permission to do so. Top Voice works actively to ensure the strictest of compliance with all privacy policies, laws and regulations.

Top Voice only uses your information to help understand and benefit from your influence. Some or all of the information we collect is already publicly available (such as your name, pictures, posts and likes on public Facebook pages, as well as your public posts or images). Please note that your Top Voice Ambassador Score(s) may be available on the Site or other Services if you are a top-ranked ambassador. If you are uncomfortable with your information being publicly available, Cossette recommends you set your various social media accounts to private.

Cossette measures online influence based on public information and only measures private information when explicitly given access from you. Cossette will never publicly share or display your private updates.

You can control the information that is displayed on your profile or choose to opt-out at any time. If you wish to opt-out completely, please do so through the Facebook page tab.

Top Voice will not give, share, rent or sell any personally identifiable information to any third party without your explicit permission. We will only share your public personally identifiable information (such as those publicly disclosed on Facebook) to third party partners ("Partners") for the purpose of showing your brand influence on social networks and to determine if you qualify for rewards. Partners do not get access to your private information. You acknowledge and agree that we may preserve personally identifiable information and may also disclose personally identifiable information if required to do so by law or in the good faith believe that such preservation or disclosure is reasonably necessary to comply with legal process, applicable laws or government requests.

Authentication Process

We never collect passwords. The authentication process is based on existing accounts with different social media services such as Facebook. Also, you can choose which social networks Top Voice can access.

Third Party Advertising

The Site may contain third party advertising and/or link to other websites. You may also use the Services through our Facebook application (www.facebook.com/topvoice). We are not responsible for the privacy practices, terms of use and/or content of such other third party websites or advertisements. We recommend that you carefully read the policies relating to the protection of personal information found on these websites in order to determine in an informed manner to what extent you want or not to use these websites.

Storage

If you reside outside of Canada, you agree that your information will be transferred to Canada, then processed and stored in Canada.

At your request or upon your opting-out, we will close your account and delete your personally identifiable information.

Despite the closure of your account, we reserve the right to keep, for an indefinite period of time within the time limits specified in the applicable Quebec or federal laws, personally identifiable information to comply with the law, prevent fraud, resolve a claim or some other related problem, cooperate in an investigation, enforce the Terms of Use and any other act permitted by law. At the end of this period, the data files will be destroyed or deleted from our systems.

Security of Information

All personally identifiable information you provide to us are stored on our secure servers with restricted access. In deciding to voluntarily provide us your personally identifiable information, you consent to the transfer and storage of your personal data on our servers. Although stored in a secure environment, please be advised that no information security methodology is entirely secure. You should take reasonable steps to protect yourself against unauthorized access to your information and personally identifiable information.

GIVEN THE PUBLIC NATURE OF THE INTERNET NETWORK, USER ACKNOWLEDGES AND AGREES THAT THE SECURITY OF COMMUNICATIONS THROUGH THE INTERNET CANNOT BE GUARANTEED. THEREFORE, COSSETTE CANNOT GUARANTEE NOR SHALL BEAR ANY LIABILITY FOR ANY BREACH OF CONFIDENTIALITY, HACKING, VIRUSES, LOSS OR ALTERATION OF INFORMATION TRANSMITTED OR HOSTED ON COSSETTE'S SYSTEMS.

Questions? Concerns? Suggestions?

Please contact us at support@topvoice.com or Cossette Digital Inc. attn: Top Voice, 2100, Drummond, Montreal Quebec, Canada, H3G 1X1 Fax: • to report any violations of this Privacy Policy or to ask any questions regarding this Privacy Policy or the Service.

