PRIVACY POLICY

Helping International Students (HIS) is committed to offering high standards regarding privacy protection to our consumers. For purposes of this policy, the words "our," "us," "we," and "HIS" refer to Helping International Students Inc., our subsidiaries, and other affiliates (which includes any person or entity that controls us, is controlled by us, or is under common control with us, such as our subsidiary, parent company, or our employees). The terms website, mobile website, social media, promotional sites, or mobile application (collectively, the "Platform"). This privacy policy is intended to provide detailed and clear information regarding HIS's privacy practices and how we process your personal information for only our Canadian consumers both online and offline. Specifically, this Privacy Policy is intended to provide you with understanding how and why we collect, store, use, protect, sell, transfer, and/or share ("process") your information when you:

- Visit our website, or any website of ours that links to this privacy Policy,
- Download and use our mobile application, our Facebook application, or any other application of ours that links to this privacy notice,
- Engage with us in other related ways, including any sales, marketing, or events.

In addition to reading this Privacy Policy, we encourage you to read HIS's Terms and Conditions.

HIS is committed to complying with all applicable regulations, laws, and rules, as required by Canadian Law. This Privacy Policy applies to the services and products in connection with our Services and does not cover any personal information we process on behalf of our customer. This Privacy Policy does not apply to the services or products that or independently provided by third parties that are controllers of your personal information. Our Platform may contain links to affiliate and other websites. HIS does not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. Our third parties have their own policies regarding the collection, use, and disclosure of the personal information if you want to learn about how that they handle your personal information, we encourage you to read their privacy policy. By using the HIS Platform, you agree to be bound to the HIS Privacy Policy. If you do not agree to the terms of the Privacy Policy, please do not use the HIS Platform.

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CANADA ONLY

• The Platform is intended only for users in CANADA. By using the Platform, you agree and acknowledge that the Platform is hosted in the United States and that data collected through the Platform will be stored and processed in the United States. Please be advised that your use of the Platform is governed by Canadian law, this Privacy Policy, and the Terms and Conditions.

CATEGORIES OF PERSONAL INFORMATION COLLECTED AND USE

HIS collects information dependent on your use of and interaction with our Platforms, products, and services. We collect what you voluntarily provide directly to us, we may also receive information about you from other sources, including business partners, services providers, publicly available sources, or affiliates. We may use the information as follows:

• To identify you when you visit our Platform, stores, events, tours.

• To fulfil and manage your orders. We may process your information to fulfil and manage your orders, payments, returns, and exchanges made through the Services.

• To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user.

• To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services.

• To fulfil and manage your orders. We may process your information to fulfil and manage your orders, payments, returns, and exchanges made through the Services.

• To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user.

• To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services

• To process your personal information as a customer (or potential customer)— information that we refer to as **Customer Account Data** (e.g., your contact information).

• To share information about Targeting and promotional information related to our products, sales, or services; To provide you with advertisements about goods and services that may be of interest to you.

• To share information regarding a transaction you initiated, process returns.

• To share or process information pursuant to a sweepstakes, reward programs, special offers, contests, which may include notification of being selected as winner

To ensure operation of our website and services are operating appropriately without errors

• Based on a legitimate interest to conduct analytics using information from your interaction with our website to better understand your preferences.

- To establish that you are of legal age to use our products and services;
- To improve our products and services and to customize your experience with us;

• To provide the products and services you request, including our loyalty and rewards programs;

• To communicate with you about our relationship and respond to inquiries we receive from you or in connection with a transaction you initiate;

• To analyse, manage and improve the Platform and our products and services, including by analysing preferences, interests, and purchases;

• To notify you of special offers and other services that may be of interest to you or to send you current mailings.

• To deliver targeted advertising to you. We may process your information to develop and display personalized content and advertising tailored to your interests, location, and more. To post testimonials. We post testimonials on our Services that may contain personal information.

• To protect our Services. We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.

• To administer prize draws and competitions. We may process your information to administer prize draws and competitions.

• To evaluate and improve our Services, products, marketing, and your experience. We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.

• To help us protect the Platform and our customers; diagnose problems with our server or other technical issues relating to the performance of the Platform; or for any other purpose as otherwise permitted by law or as stated at the time you provide your information.

To enhance our ability to provide relevant marketing, offers, and services to you and update our records, we may obtain information about you from other sources, such as public databases, joint marketing partners, affiliate programs, data providers, social media platforms, and from other third parties. account's privacy settings. We collect and process your personal information based upon a contractual requirement you may with us, your consent such as opting-in to participate in a sweepstake or marketing communication, a legitimate interest in conducting our business, legal obligation compliance.

HIS collects information from different sources and across devices. For example:

We collect information directly from you. For example, when you make a purchase, register for an account or create a profile, sign up for the reward programs, sweepstakes, contest, or similar campaign or promotion contact us, respond to a survey, book a tour, make an appointment, RSVP for an event, interact with us on site (including in-store digital experiences), sign up to receive text messages, postage services, marketing email.
From social media and networks. For example, we collect information that you share with us when you interact with us via a social media platform, or use features that may such as widgets, plugins, or additional tools provided by social media in connection with our Platform. please review the privacy policies and settings of the social media platforms and networks to understand more about the privacy practices of those social media platforms,

• We may collect information from cookies or data collection technologies: or instance, we use certain standard web measurement and tracking technologies such as "cookies," web server logs, web beacons (also known as "action tags" or "one pixel .gif files"), clear GIFs or other statistics programs. We do this on our Platform (including mobile apps) and in emails that we send to you. We collect information about users over time when you use this Platform (including mobile apps). We have third parties collect information this way, as well. Your browser may have an option that allows you to accept cookies, reject cookies, or receive notification when a cookie is sent, but you should note that the use of such restrictive browser settings may limit your use of the Platform.

• We get information about you from third parties. For example, our business partners may give us information about you. Social media platforms may also give us information about you.

• We and our business partners may combine information. For example, we and our business partners combine information that we have collected offline with information we collect online. We and our business partners may combine information collected across different devices over time.

• Analytics and other services: For example, we may obtain information about you from other sources, such as data analytics providers, marketing or advertising service providers, fraud prevention service providers, vendors that provide services on our behalf, or publicly available sources. We also create information based on our analysis of the information we have collected from you.

The following provides examples of the type of information that we collect and have collected from you during the past 12 months:

Categories of Data	Source from which the personal information is collected
Identifiers including real name, alias, postal address, online identifier, IP address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, in persons customer service inquiries, general tours, in person activities).
Geolocation data, including access- control data based on employee badge swipes and location data inferred from your device IP	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., tours, dinners, in persons customer service inquiries, general tours, in person activities).
Financial information, such as banking details, tax information (sweepstakes) and rewards, credit card.	 Directly from you shared the personal information Directly from Third Parties
Personal Information as described in Cal. Civ. Code § 1798.80(e), including your telephone number, bank account number, credit card number, debit card number, name, address, or other financial information.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners

	 Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Characteristics of protected which may include age and date of birth, marital status, race, sexual orientation, gender identity, religion or creed, marital status, military or veteran status,	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Inferences Profile reflecting a person's preferences, characteristics.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Account Registration: We collect your name, contact information, and password information when you create an account. We also collect information relating to the actions that you perform while logged into your account.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Cookies and Third-Party Tracking: We participate in behaviour-based advertising, which means that a third party uses technology (e.g., a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interests on our website, or on other websites.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities). Online tracking technologies, including cross-device tracking Via your browser or device Through website analytics and advertising features Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).

Coupons/Loyalty Program Information: We may collect your telephone number, email address, name and other contact information, birthday, gender, location information, personal preferences, and password information to administer loyalty and coupon programs.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Collect information you submit or post: We collect information that you post in a public space on the platform, submit requests or inquiries to us (e.g., to participate in our loyalty or rewards programs, a service request or product request), or information related to your social media activity (e.g., posts, photos, followers, social media handle).	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Usage Information: We may collect information about the browser you are using. We might look at what site you came from or what site you visit when you leave the Platform. If you are using a mobile app, we may collect location information, including your precise location, if you have enabled location services in your device settings. We may also collect device information, including IP address and device identifiers.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Interests and preferences: We may collect information on your interests (e.g., music or sports), preferences, and purchases.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Email Interaction: If you receive email from us, we use certain tools to capture data related to when you open our message, click on any links or banners it contains, and make purchases.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).

Survey: When you voluntarily participate in a survey, information is collected either directly or through third parties that you provide through the survey. If the survey is provided by a third-party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Credit Card Information: If you are making a purchase on the Platform, you may be asked to provide credit card information. To complete purchases, you will be redirected to a payment processing portal hosted by a third- party payment processor. Please read the privacy policy on our payment processor's website regarding the use, storage and protection of your credit card information before submitting any credit card information. this Privacy Policy does not apply to the services that our customers provide to their end users. Our customers have their own policies regarding the collection, use, and disclosure of the personal information of their end users.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Partner Promotion: Information may be collected that you provide as part of a co- branded promotion with another company.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Feedback: If you provide us feedback or contact us for support, we will collect your name and email address, as well as any other content that you send to us, in order to reply.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Contest or Sweepstake: When voluntarily participate in a sweepstakes or contest, information about you is collected for	 Directly from you Directly from Third Parties Service Providers

purposes such as notify you if you are selected.	 Subsidiaries and affiliates Business Partners Non web interactions such (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Websites and Apps: When you use one of our websites or Apps, we collect your location from the Geolocation, Wi-Fi, and/or cellular technology in your device to complete the scan of a QR code or related.	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as ((e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).
Log and Usage Data: Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called "crash dumps"), and hardware settings).	 Directly from you Directly from Third Parties Service Providers Subsidiaries and affiliates Business Partners Non web interactions such as (e.g., dinners, tours, in persons customer service inquiries, general tours, in person activities).

HOW WE MAY DISCLOSE YOUR DATA

• Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with thirdparty vendors, service providers, contractors, or agents ("third parties") who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organization apart from us. They are committed to protecting to holding data our behalf and to retain it for the period we instruct.

• Third Parties. For example, sports partnerships.

• Affiliates: Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control.

• Business Partners. We may share your information with our business partners to offer you certain products, services, or promotions.

• Other Users. When you share personal information (for example, by posting comments, contributions, or other content to the Services) or otherwise interact with public areas of the Services, such personal information may be viewed by all users and may be publicly made available outside the Services in perpetuity. If you interact with other users of our Services and register for our Services through a social network (such as Facebook), your contacts on the social network will see your name,

profile photo, and descriptions of your activity. Similarly, other users will be able to view descriptions of your activity, communicate with you within our Services, and view your profile.

• **Governmental Authorities**: As required by law or legal process, HIS may share your Personal Information with law enforcement, courts and other governmental authorities, and federal or state regulatory agencies.

• **Professional Advisors**: Your Personal Information may be shared with our professional advisors, such as auditors and law firms.

• Service Providers. We may share your information with service providers. Among other things, service providers may help us to administer our website, conduct surveys, provide technical support, process payments, and assist in the fulfilment of orders.

• **Public.** Some of our websites may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publicly available.

• Partner Promotion. We may offer contests, sweepstakes, or other promotions with third party partners. If you decide to enter a contest, sweepstakes, or promotion that is sponsored by a third-party partner, the information that you provide will be shared with us and with them. Their use of your information is not governed by this privacy policy.

• Other Disclosures without Your Consent. We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information in order to establish or exercise our rights; to defend against a legal claim; to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies; or to comply with your request for the shipment of products to or the provision of services by a third-party intermediary.

• Analytics: We use Google Analytics for aggregated, anonymized website traffic analysis. In order to track your session usage, Google drops a cookie "(_ga)" with a randomly generated ClientID in your browser. This ID is anonymized and contains no identifiable information like email, phone number, name, etc. We also send Google your IP Address. We use GA to track aggregated website behaviour, such as what pages you looked at, for how long, and so on. This information is important to us for improving the user experience and determining site effectiveness.

HOW WE SECURE YOUR DATA

• HIS takes reasonable precautions and implement reasonable technical measures to protect against the risks of unauthorized access to, erroneous disclosure of, and unlawful interception of personal information submitted via the Platform or otherwise collected or possessed. No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. Some of our websites permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You are responsible for maintaining a strong password and, if it is compromised, then HIS is not responsible for the breach of your password or account. Even after we receive your personal information, we cannot guarantee that your Personal Information may not be accessed, disclosed, altered, or destroyed because of a breach of our reasonable efforts or as a result of any other event beyond our reasonable control. Accordingly, we cannot and do not guarantee that your Personal Information is completely secure and safe from such risks. For the avoidance of doubt, we expressly disclaim any representation or warranty, whether express or implied, with respect to ensuring, guaranteeing, or otherwise offering any definitive promise of security in connection with your information.

• Your personal information is stored as long as is reasonably necessary for the purposes for which it was collected. In some circumstances, we may store your personal information for longer periods of time, for instance, where we are required to do so in accordance with legal, regulatory, tax, or accounting requirements.

TRACKING AND COOKIES TECHNOLOGIES

HIS and our third-party partners (such as advertising and analytics providers) use cookies, web beacons, clear GIF, pixels, internet tags, and other similar tracking technologies (collectively, "tracking technologies") to gather information when you interact with our websites, Mobile Apps, and email communications. Some tracking technologies help us maintain the security of our websites and your account, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

The Cookies we use belong to one of the following categories:

• Functional Cookies - These cookies enable the website to provide enhanced functionality, user experience and personalization, and may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

• Performance Cookies - These Cookies support analytic services that help us to improve our website's functionality and user experience.

• Advertising Cookies - These Cookies can be applied to collect insights, to issue personalized content and advertising on our own and other websites.

MOBILE APPLICATIONS

From time to time, we may offer certain mobile applications, including iOS applications ("Apps"), for download. We will use commercially reasonable efforts, given the limitations imposed upon us by third party providers such as Apple Inc. and Google Inc., to clearly disclose what, if any information is collected by the particular App, how it is used, and with whom it is shared. Please note, certain practices are outside of our control, for example, tracking by Google, Inc., Apple, Inc., or your third-party telecommunications carrier. We are not responsible for the actions of such third parties. You should always read and understand the policies of any third-party provider, such as Google with respect to Android apps and Apple with respect to IOS apps, and your wireless carrier, before making any purchase or downloading any app.

EXERCISING YOUR CHOICES

Consistent with applicable law, you may exercise the rights described in this section. Please note that some of the rights may vary depending on your country, province, or state of residence.

• **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in emails that you receive. If you decide not to receive promotional emails, we may still send you service-related communications.

• **Promotional Text Messages.** If you receive a text message from us that contains promotional information you can opt-out of receiving future text messages by replying "STOP."

• Third Parties Companies, Cookies and Opt-out: We may use third-party companies and/or media partners to serve ads on our Platform and/or on the sites on which we advertise. We and these third-party companies display interest-based advertising using information gathered about you over time across multiple or other platforms. In the course of serving advertisements, these companies may place or recognize a unique cookie on your browser. In addition, we may use web beacons provided by third-party advertising companies to help manage our online advertising. These web beacons enable us to recognize a browser's cookie when a browser visits this Platform to learn which advertisements bring users to our Platform.

• Digital Advertising Alliance (DAA): This Platform complies with the self-regulatory principles of the Digital Advertising Alliance (DAA) Self-Regulatory Program for Online Behavioural Advertising; therefore, some pages may contain icons that help users understand how information is being collected, and how to opt out of having their online behaviour recorded and used for targeted advertising resulting therefrom.

RIGHTS OF CALIFORNIA, VIRGINA, AND NEVADA RESIDENTS

Under the California Consumer Privacy Act of 2018, Cal. Civ. Code § 1798.100 et seq. and its implementing regulations (the "CCPA"), as modified by the California Privacy Rights Act (the "CPRA"), you have the right to know and understand the categories of personal information we collect about you, and the purposes for which we use such personal information. HIS collects the personal information identified for the purposes of listed below.

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we may ask you to provide certain information so that we can match the information we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate. We will only use personal information provide in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information already maintained by us, we finish verify or fraud-prevention purposes. We will delete such additionally provided information as soon as we finish verifying you.

HOW TO EXERCISE YOUR RIGHTS

Right to Opt-Out of the Sale and Sharing of Your Personal Information:

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

Right to Correct Inaccurate Information:

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

Right to Request the Deletion of Your Personal Information.

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

Right to Limit the Use of Your Sensitive Personal Information:

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

Right to Know More Information.

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

Right to Non-Discrimination for the Exercise of Your Privacy Rights:

• You have the right to opt-out of the sale and share (cross-context behavioural advertising) of their personal information. You may opt-out by submitting your request here. Please note, some features of our websites may not be available to you as a result.

The Process to Submit a Request:

You or your authorized agent may submit your requests relating to your personal information by one of the following methods:

• By email via info@helpinginternationalstudents.com),

CHANGES AND UPDATES TO THE PRIVACY POLICY:

We may update this Privacy Policy. To help you stay current of any changes, HIS may take one or more of the following steps: (1) note the date the Privacy Policy was last updated above, and (2) when a material change is made to the Privacy Policy, we may post announcements of such changes on the homepage of the Platform next to the link to this Privacy Policy.

Your use of the Platform following the posting of any revised Privacy Policy shall be deemed acceptance of the revised policy, so we strongly recommend that you review the Privacy Policy periodically. If we are required by law to obtain your express consent for any changes to the Privacy Policy, then we will make a commercially reasonable attempt to obtain your consent before implementing such revisions.

HOW TO CONTACT US

If you have any questions about how HIS handles your Personal Information, please contact us at the following or if you need to access this policy in an alternative format because of a disability, please contact info@helpinginternationalstudents.com, Monday through Friday, 11am to 8pm EST.