MSI Motorcycle Safety Institute Inc. (the "Company") is committed to providing every customer with great service, "every day in every way." We consider the protection of the personal information of each customer (including potential customers) to be a key part of our high level of service. As part of our commitment to customer privacy, we have a Canadian Corporate Privacy Statement that sets out the fair information principles that our company follows when we collect, use, disclose and otherwise manage customer personal information.

If you have any questions about customer privacy practices, please contact our privacy officer.

Mail:
MSI Motorcycle Safety Institute Inc.
170-422 Richards Street
Vancouver, British Columbia, V6B 2Z4
Attn: Customer Privacy Department
Email: privacy@ridersedge.ca
Telephone: 604-781-1762

Canadian Corporate Privacy Statement

Effective Date: June 22, 2014

MSI Motorcycle Safety Institute Inc. (the "Company") considers "personal information" to be information about an identifiable individual. We do not consider public information found in directories and listings, or business names, addresses and/or contact numbers, to be personal information.

We have adopted, as Company policy, the 10 personal information privacy principles stated in the Canadian Standards Association (CSA) Model Code for the Protection of Personal Information. The 10 principles are as follows:

1. **Accountability.** We identify individuals in our Company who are to be specifically responsible for our compliance with the CSA Code. Their responsibilities include making sure that the Company, our employees and third parties who process personal information on our behalf comply with the CSA Code.

2. **Reason for Collection.** We collect and use personal information about our customers to identify them, to communicate with them, to protect the Company and its customers against error and fraud, to understand what products and services our customers want, to provide information about our products and services to our customers, and as required or permitted by law.

3. **Consent.** Before collecting, using or disclosing any personal information, we ensure that we have the individual’s consent in an appropriate form, except where required or permitted by law.

4. **Limiting Collection.** We collect personal information for the purposes stated above unless we receive consent from the individual to collect it for another purpose or unless required or permitted by law.

5. **Limiting Use, Disclosure and Retention.** We use and disclose an individual’s personal information for the purposes stated above, unless we have the individual's consent to using or disclosing it for the purposes stated above, unless we have the individual's consent to using or disclosing it for
another purpose or unless required or permitted by law, which may include lawful access by Canadian or U.S. courts or governmental authorities. We may transfer (or otherwise make available) personal information to our affiliates and other third parties who provide services on our behalf. Personal information may be stored and processed in the United States by us or our third-party service providers. Our service providers are not authorized to use or disclose personal information for any purpose other than providing the services on our behalf or as otherwise required by applicable law. We do not disclose personal information concerning our customers to anyone else and we do not permit anyone else to use personal information about our customers for any purpose without the customer’s consent, except as set out in this Privacy Statement. We keep personal information about individuals for as long as we need it to fulfill our stated purposes or as otherwise required by law.

6. **Accuracy.** We maintain all personal information in our possession in as accurate, complete and up-to-date form as is necessary for the purposes for which it is to be used.

7. **Safeguards.** We have implemented measures designed to protect all personal information in our possession from unauthorized access, use, disclosure, alteration or inadvertent destruction. We maintain technical, physical and administrative security safeguards appropriate to the sensitivity of the information.

8. **Openness.** We make this Corporate Privacy Statement readily available in our stores, in our catalogues and on our Web sites. Individuals may make inquiries about our personal information practices and those of our service providers by contacting our privacy officer by telephone (604-781-1762), by mail (MSI Motorcycle Safety Institute Inc., 170-422 Richards Street, Vancouver, British Columbia, V6B 2Z4) or by email (privacy@ridersedge.ca).

9. **Individual Access.** We provide individuals with access to the personal information about him or her that we have in our possession, subject to certain exceptions prescribed by law. Individuals may request access to their personal information in our possession by contacting our privacy officer in writing at the contact information noted above. An individual may also request updating or the correction of inaccuracies in their personal information. In the event that the individual demonstrates that the information that we have in our possession is inaccurate or incomplete, we will make any appropriate changes.

10. **Challenging Compliance.** An individual may address any issues about our collection, use or disclosure of personal information by contacting our privacy officer by any of the means noted above.

**How Can I Be Removed from Your Lists?**

If you wish to discontinue contact with us by any or all of these methods, please notify us by any of the methods below and let us know which forms of contact you would like to be removed from.

Mail:
MSI Motorcycle Safety Institute Inc.
170-422 Richards Street
Vancouver, British Columbia, V6B 2Z4
Attn: Customer Privacy Department
Email: privacy@ridersedge.ca
Telephone: 604-781-1762
Facsimile: 888-202-4194

Alternatively, all of our direct-contact promotions provide customers with the ability to exclude themselves from future promotions.
This Privacy Statement applies to the handling of your Personal Information in connection with all services and Web sites offered by MSI Motorcycle Safety Institute Inc. (the "Company").

This Privacy Statement describes:

- Why we collect Personal Information
- What Personal Information we collect and when it is collected
- How your Personal Information is used and protected
- When and with whom your Personal Information is shared
- How to contact us with questions or comments

Information We Collect. This Privacy Statement applies to Personal Information, which is information that the Company collects from you as a customer that specifically identifies you as an individual.

The Company may collect your Personal Information when you:

- Place an order from our catalog or on ridersedge.ca or other Company Web sites
- Create an account on ridersedge.ca or other Company Web sites
- Make a purchase at one of our retail stores
- Return an item, make an exchange or submit a rebate
- Inquire about our products or services or contact customer service
- Request our catalog
- Receive a Company gift package
- Sign up for Company email or text-message updates or other promotional materials
- Enter a Company contest or sweepstakes
- Are referred to us through a marketing promotion
- Participate in a marketing survey, promotion or event

Personal Information that the Company collects from you may include:

- Name
- Address
- Telephone number
- Email address
- Transaction information
- Credit card, debit card or checking account information
- Driver's license number and expiration date
- Date of birth
- Social Security Number

The Company may also collect other information, including browsing activity on Company Web sites, activity in response to Company emails, location information, and aggregated or statistical information.
regarding use of our Web sites to improve site performance, product offerings, and promotions and targeted advertising.

Note: In order to provide you with a better shopping experience and to improve the quality of our services, we may combine Personal Information you submit under your account with other information that we may receive from you, from third parties or with other public information. We maintain this information, along with a record of your purchases, in restricted databases.

The Company does not knowingly collect Personal Information from persons younger than 16.

**How We Use the Information We Collect.** The Company strives to make your shopping experience easy and convenient, from your initial search for products and services through the delivery of your requested items. The information we collect helps us meet this goal by allowing us to:

- Customize your shopping experience and identify your preferences
- Confirm, process, fulfill, and track your orders
- Respond to your customer service inquiries or requests
- Inform you of special values and featured items
- Send you catalogs or promotional offers we believe will be of interest to you
- Serve you targeted advertising
- Send you Company email and text-message updates
- Inform you of recalls or other information on products you have purchased
- Administer promotions, contests, sweepstakes, and rewards programs
- Improve our merchandise selection, Web sites, retail experience and customer service
- Comply with applicable legal demands, laws and regulations

**California Residents – Notice of Disclosure.** California law gives California residents the right to request a notice describing the categories of Personal Information the Company shares with affiliated companies or other parties for their direct marketing purposes.

The notice that the Company gives California residents under California Civil Code sections 1798.83–1798.84 identifies the categories of Personal Information the Company shares with affiliated companies or others for their direct marketing purposes. The notice includes the names and addresses of those affiliated companies or others. If you are a California resident and would like a copy of this notice, please email us at privacy@ridersedge.ca or write to us at:

Privacy and Compliance  
MSI Motorcycle Safety Institute Inc.  
170-422 Richards Street  
Vancouver, British Columbia, V6B 2Z4

**EU Countries and Switzerland – Safe Harbor.** The U.S. Department of Commerce has set forth the U.S.–EU Safe Harbor Framework and the U.S.–Swiss Safe Harbor Framework regarding the collection, use, and retention of Personal Information from EU member countries and Switzerland. The Company adheres to these Safe Harbor Frameworks, as well as to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement.
Use of “Cookies.” Cookies are pieces of information that are transferred from Web sites to your computer’s hard drive and they may serve a variety of purposes (web beacons, Flash cookies and other similar technologies may also be used for these purposes). For example, cookies “remember” you when you return to ridersedge.ca or other Company Web sites and make your experience more user-friendly. Cookies help the Company identify which Company web pages are visited and how often and evaluate how its Web sites are used to improve their services.

Cookies also enable the Company and third parties to deliver targeted advertising to you. To learn how to opt out of these advertising-related cookies, click here. You can also opt-out of receiving personalized ads from third party advertisers and ad networks who are members of the Digital Advertising Alliance or the Network Advertising Initiative by visiting their opt-out pages. If your browsers are configured to reject cookies when you visit these pages, or if you subsequently erase your cookies, use a different device or change web browsers, your opt-out may become ineffective and may need to be repeated. Browser settings, including do not track signals and other mechanisms, will not affect data collection and not constitute an opt-out of advertising-related cookies, personalized third-party advertising or promotional messages from the Company; you must use the opt-out choices described herein in order to opt out from such promotional messages.

Information Sharing. The Company may share your Personal Information with third parties in the following instances:

- We may provide your Personal Information to third parties to process this information on our behalf. We require that these parties agree to process this information based on our instructions and requirements consistent with this Privacy Statement.
- We may disclose your Personal Information to: (a) satisfy applicable law, regulations, legal process or valid governmental request; (b) enforce applicable Terms of Service, including investigation of potential violations of Terms of Service; (c) detect, prevent or mitigate fraud or security or technical issues; or (d) protect against imminent harm to the rights, property or safety of the Company, its customers or the public as required or permitted by law.
- We may disclose some elements of your Personal Information to third parties to notify you of offers or services that may be of interest to you. We do not share credit card or other financial information for marketing purposes.
- We may disclose Personal Information to third parties in connection with a merger, acquisition or sale (including any transfers made as part of insolvency or bankruptcy proceedings) involving the Company or its affiliated companies or as part of a corporate reorganization, stock or asset sale, or other change in corporate control.
- We may also disclose to third parties aggregated or other information that does not identify you individually, such as how many customers viewed a particular product or web page, to conduct website analytics or to serve you targeted advertising.

Third-Party Web Sites. Ridersedge.ca and other Company Web sites may contain links to, or plugins or widgets from, social media or other sites operated and maintained by third parties, over which we have no control. Privacy practices on such sites may be different from our Privacy Statement. Similarly, ridersedge.ca and other Company websites may be accessed and used from third-party sites that we do not control. The Company encourages you to consult the privacy policies that govern such sites before using them.
**Information Security.** The Company maintains reasonable and appropriate standards to safeguard your Personal Information.

When you enter Personal Information that contains a Social Security Number, driver's license number or credit or debit card number at the designated and secured sections of ridersedge.ca or other Company websites, the site encrypts or encodes the information when sending it over the Internet. Personal Information that we collect and maintain is subject to physical, administrative, and technical controls that are consistent with recognized industry standards.

The Company processes Personal Information on our servers in the United States and in other countries. In some cases, we may process your Personal Information on a server outside your own country in accordance with this Privacy Statement and applicable law.

**Changes to Your Personal Information.** To help ensure that the Personal Information we store and process is accurate, complete and current, please contact us with changes to your Personal Information by one of the means described in the section above.

Unless otherwise required by law or for legitimate business purposes, we will make good-faith efforts to correct your Personal Information when you notify us of an error or a change. To prevent unauthorized changes, we ask individual customers to positively identify themselves before we process such requests.

We reserve the right to charge a small fee to process any request to update, correct or delete Personal Information. We also may decline to process certain requests that require a disproportionate technical or practical cost or effort or that could jeopardize the privacy of others or infringe upon the Company’s’ rights or property.

**How to Contact Us with Questions or Comments.** Please direct any questions or concerns regarding this Privacy Statement or the Company’s’ treatment of Personal Information to us through this Web site, by emailing us at privacy@ridersedge.ca, or by writing to us at:

Privacy and Compliance  
MSI Motorcycle Safety Institute Inc.  
170-422 Richards Street  
Vancouver, British Columbia, V6B 2Z4

Upon receiving a written complaint from a customer, the Company contacts the customer directly. We will investigate your complaint promptly and diligently to address your concerns and to resolve any dispute quickly.

The Company regularly reviews its compliance with this Privacy Statement.

**Privacy Statement Updates.** This Privacy Statement may change from time to time. The Company will post on ridersedge.ca and its other Web sites all changes to the Privacy Statement, and, if the changes are significant, will provide a more prominent notice of the Privacy Statement change. Each version of this Privacy Statement will be identified by its effective date, found at the main page of the Privacy Statement.

**Last updated: August 2015**