

# PRIVACY POLICY FOR CANADIAN USERS

This Policy is effective October 14, 2020.

## 1. About this Policy

- This Privacy Policy applies only to the Builder Homesite, Inc. (“BHI”, “us”, or “we”) and our affiliates’ websites that provide business to business products and services, including com, builderhomesite.com, envisiondesignonline.com, exsquared.com, hmxsummit.com, outcoding.com, thebdx.com and thebdxlive.com (“the Websites”) for Canadian users. If you do not agree to this Policy, please do not use these websites. By using the Websites, you accept and agree to the terms of this Privacy Policy (“Policy”).
- Websites of Builder Digital Experience, Inc., a wholly owned subsidiary of BHI, that offers products and services to consumers, including bejane.com, casanuevasaqui.com, customnewhomes.com, greenhomebrands.com, homluv.com, newhomeagentsconnections.com, newhomestyles.com, newhomelistings.com, newhomesource.com, newhomeprofessional.com, showingnew.com, buildbuylearn.com, have their own privacy policies that apply specifically to those products, services and websites. Please refer to the Builder Digital Experience, Inc. websites for more information.

## 2. Information we collect through the Websites

- **Registration:**To use some resources available through the Websites, you must complete our registration process. During registration, you are required to provide certain categories of information that could identify you (“Personal Information”), such as your name, address, e-mail address, a password, and phone number. We note your business contact information is not generally considered Personal Information or covered by this Policy.
- **Optional Information:**At various other points during your use of the Websites, you may be asked to provide information about yourself. For example, you may wish to participate in a survey or a contest. Participation in surveys, events or contests or the use of other features which require the input of additional information is completely voluntary on your part, and you have the choice about whether to disclose the information necessary to use these features. You agree that these types of user-submitted information may be publicly displayed and may be freely shared and otherwise transmitted by us.
- **Passive Collection of Information:**In addition to the Personal Information which you actively provide to us by methods such as completing the registration form, we collect information about how you interact with the Websites through technologies, such as cookies and web beacons. We collect passive information for purposes such as testing and improving the Websites and the compilation of broad aggregate demographic data and related usage information for internal purposes and for disclosure to third parties such as advertisers and content partners. The types of passive information collected by us in connection with the Websites include, without limitation, your IP address, which type of browser you are using, where you go on our website, and how long you stay on any part of our website. Passive information does not identify you to us by name, and we do not link your IP address to your Personal Information.
- **Collection of Information from Minors:**The Websites are not intended for individuals under the age of majority in their province or territory. If you believe we might have any information from or about an

individual under the age of majority, please let us know by using the contact information in this Policy.

- Collection of Information from Quebec Residents: The Websites are currently not offered to residents of Quebec.

### 3. Use of Personal Information

- BHI will use the Personal Information we collect from and about you to provide the Websites to you, and to make recommendations and customize the Websites to your interests and enhance your overall experience. We try to recognize you using various methods, including having you log in with your e-mail address and your password. Once we recognize you, pages, advertisements and other content are customized for you so that you can see what interests you the most.
- We utilize passive information as described above to learn more about how you interact with the Websites. This passive information may be combined with your other information for purposes such as testing and improving your experience with the Websites and the compilation of broad aggregate demographic data and related usage information for internal purposes and for disclosure to third parties such as advertisers and content partners. This aggregate passive information does not contain any personal information which can identify any individual user.
- We may use your contact information periodically in order to send you e-mail regarding updates to the Websites, such as new opportunities and additional features or content which may be of interest to you. The frequency of these messages will vary depending upon your profile. In addition, we may send you free informational newsletters or notices relating to topics which may be of special interest to you, including, but not limited to, information from third parties, related advertisers and/or general shopping advice. Finally, if you specifically provide us with permission at the time of registration, you may also receive commercial e-mails.
- In addition to the uses described above, BHI may use the information we collect from and about you to:
  - develop and improve the Websites;
  - combine this information with other information about you to supplement your user profile and to better provide you with Websites including to deliver relevant and customized advertising;
  - perform internal business processes, such as analyzing data, conducting market research, and identifying trends or patterns;
  - register and service your account;
  - track your usage of the platform;
  - combine it with aggregated behavioral or other information from third parties for our internal use;
  - comply with applicable laws and regulations; and/or
  - combat fraud.

### 4. Sharing of information

- We will not knowingly sell, share, rent or otherwise transfer your Personal Information other than in accordance with the terms set forth in this Privacy Policy.
- During the registration process, and at certain points thereafter in connection with specific offers, we ask you whether information about you may be sent to third parties who have products, and/or

opportunities that may be useful to you. We understand how important your information is to you, therefore, we do not share any information that can identify you without your permission.

- If you give your permission to allow third parties to contact you, Personal Information about you (such as your contact information and other information collected during your use of the Websites) may be shared with builders, product manufacturers, data aggregators, marketers (possibly in the form of list rental), and other organizations.
- Regardless of your decision regarding the sharing of your personal information, we may share broad aggregate demographic data and related usage information with our business partners. This aggregate information does not contain any information that can identify any individual user.
- From time to time, we may decide that it is more efficient to use third parties to perform specific services on our behalf, such as sending newsletters to you. If we use a third party to provide specific services (such as sending newsletters to you on our behalf), then information (such as contact information) may be shared with that party to the extent necessary for the third party to provide these BHI services. These third-party service providers are only allowed to use Personal Information for the purpose of providing the specific BHI services requested by BHI. The third-party websites covered by this paragraph do not include third party content providers or links to third party websites, such as builder websites, which are governed by a more specific provision (see s.7 Links to other websites below).
- We may also share your personal information that we collect:
  - with our affiliates;
  - with your consent;
  - with our third party service providers to the extent necessary to provide specific services (such as sending newsletters to our users on our behalf) requested by BHI;
  - to fulfill the purposes for which you provided it;
  - to track your usage of the platform;
  - combat fraud;
  - in the event that BHI sells, assigns or transfers some or all of its business to a successor or acquirer, BHI may sell, assign or transfer all of your information, regardless of your opt status, to such successor or acquirer;
  - as required by law; and/or
  - based on our good faith belief it is necessary or appropriate.

## 5. Data storage and retention

- Your Personal Information may be shared across borders and in other jurisdictions. As a result, your Personal Information may be subject to the laws of that jurisdiction and accessible to their law enforcement and national security.
- We keep any information we collect through these websites for as long as your account is active, and for as long as we need it for business, tax, or legal purposes. After that time, it is deleted from our system or anonymized so that it can no longer be connected with you.

## 6. Security of your data

- We have established electronic and administrative safeguards to help protect against the loss, misuse and/or unauthorized alteration of the information under our control. However, no transmission or electronic storage of information is guaranteed to be secure.

- We urge you to always use caution when transmitting information over the Internet. You are the only user authorized to update your profile. Please do not provide your password information to another party.
7. Links to other websites
- The Websites contain links to other websites and servers. This Policy does not apply to the privacy practices or the content of such linked sites, and we do not have control over them. When you link to another site, you are subject to the privacy policy of the new site.
8. Changes TO the Policy
- We may update this Policy at our sole discretion at any time to reflect changes we make and to satisfy legal or regulatory requirements. Changes are effectively immediately upon notice to you, and such notice may be given by any means, including by email or by posting a revised version of the Policy on the Websites. It is your responsibility to check this Policy periodically for changes. Any use of the Websites after such notice means you accept and agree to the changes.
9. Contact Us for access, correction, and further information
- If you have created an online account, you can access and change much of your personal information by logging in and updating the information listed.
  - If you would like to access or correct your personal information, or request more information about our privacy practices and policies, you may do so by emailing us at [privacy@builderhomesite.com](mailto:privacy@builderhomesite.com) or by writing to us at:

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