

PRIVACY POLICY

Welcome to the website (the "**Website**") of Blister Entertainment Inc. ("**Blister**").

Blister respects the privacy and confidentiality of our users' personal information. Our policies with respect to the collection, use and disclosure of your personal information are reflected in this Privacy Policy, which was created to inform you about our privacy practices concerning your use of the Website and our GPS-based products, applications and games (the "**Products**").

Blister is committed to protecting your privacy and will not sell, lease, rent, or disclose to any third party any personal information about any customer of Blister or any visitor to the Website, except as may be required by law or as you may specifically consent to in writing. Blister is fully committed to safeguarding your personal information regardless of the means by which it is collected.

What Information We Collect and Why We Collect It

Personal Information

Blister does not automatically collect any information from your use of the Website or the Products that could be used to identify you as an individual. Personal information, for example your name, phone number, MIN, or e-mail address is only obtained if you voluntarily supply it.

Whenever you correspond with Blister via e-mail you are providing us with personal information in the form of your personal e-mail address. This information will be used to respond to your inquiries and may be stored for future correspondence. Also, the utility of some of our Products is enhanced by your input of personal information and you may be asked for your MIN to use some of our applications on certain phones. In such cases, your input is entirely voluntary and at your discretion. Blister will not sell, lease, rent, or disclose to any third party any such personal information, except as may be required by law or as you may specifically consent to in writing. This data will not be stored for longer than one year for product improvement and only as required by law for audit purposes and to maintain your personalization of your use of our applications.

Non-Identifiable Information

When you use a Product or visit the Website, we may automatically collect non-identifiable information such as the geographic location of your handset, the Internet Protocol (IP) address of your computer, which pages within the Website were visited, and what Website content was downloaded. If you voluntarily supplied your MIN to use an application, we may also automatically collect this information as well. Collection of this information does not result in you being identified as an individual, but is used to compile statistical data on items such as Product usage and Website traffic. This allows us to continually develop our Products and Website to meet the needs of our users. This data will not be stored for longer than one year for product improvement and only as required by law for audit purposes.

Cookies

When you visit the Website, we may use a browser feature called a “cookie”, which is a small text file containing an identification number that identifies your Internet browser to our computers each time you visit the Website. A cookie file does not contain any personal information unless you supply the information yourself. Accepting a cookie does not give anyone access to your computer or access to any personal information. Some areas of the website may utilize cookies but Blister does not attempt to link this information to individuals.

If you do not wish to accept cookies from Blister’s website you can configure your Internet browser to refuse cookies.

You Can Access and Verify the Accuracy of Your Personal Information

At any time, you may request that Blister correct or update your personal information by sending an email to Blister’s Privacy Officer at info@blisterent.com. The Organization will use reasonable efforts to ensure that your personal information is accurate and current.

We Ensure That Your Personal Information is Kept Safe

Although Blister has implemented industry standard security devices such as SSL technology and firewalls, any information transmitted to us wirelessly and/or over the Internet cannot be guaranteed by Blister as secure and is done at your own risk.

It is important when corresponding with us via e-mail that you do not include any confidential information. Also, Blister discourages anyone from sending personal information to us using unencrypted e-mail. If personal information is sent to us through unencrypted e-mail, Blister assumes no liability should this information become public through no fault of Blister.

Trademarks and Copyrights

Blister owns and operates the www.blisterent.com website. "Blister" and related words, domain names, graphics, designs and logos are trademarks and the property of Blister. No use of the Blister design, logo, domain name, trade name or related words may be used by any individual without the prior written consent of Blister.

Blister reserves the right to change this Privacy Policy at any time.

Contact Us

If you have any questions related to the Blister Privacy Policy or security of your personal information, you can contact the Blister Privacy Officer by e-mail at info@blisterent.com, or by writing to:

Blister Privacy Officer
Blister Entertainment Inc.
Suite 467, 1919B - 4th Street S.W.

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