

HALLMARK CANADA PRIVACY POLICY

Last Update: December 1, 2014

PRIVACY AT HALLMARK CANADA

Privacy is an important principle to Hallmark Canada, a division of William E. Coultts Company, Limited ("Hallmark Canada"). Hallmark Canada is committed to collecting, using and disclosing personal information responsibly and only to the extent necessary for the goods and services we provide. It is Hallmark Canada's objective to be open and upfront about how we handle your personal information.

This Privacy Policy also applies to Hallmark Canada's corporately operated retail locations and website (available at www.hallmark.ca) but does not apply to Hallmark Canada's franchisees. Our franchisees have their own privacy policies that are made available at their individual retail locations.

WHAT IS PERSONAL INFORMATION?

Personal information is any information about an identifiable individual. Personal information includes information that relates to personal characteristics (e.g. gender, age, income, home address or phone number, ethnic background, family status), health (e.g. health history, health conditions, health services received) or activities and views (e.g. religion, politics, opinions expressed by an individual, an opinion or evaluation of an individual). Business information (such as an individual's business address, title and telephone number) is generally not considered to be personal information.

COLLECTION AND USE OF PERSONAL INFORMATION

We may collect personal information when you:

- Purchase products at one of our retail stores;
- Sign-up to receive our email newsletter or other communications;
- Enroll in the Hallmark Rewards program or other reward program;
- Participate in our contests, sweepstakes or promotions;
- Participate in one of our surveys or other customer research;
- Apply for employment or franchisee opportunities; and
- Contact us with a question, comment or complaint.

Shopping at Hallmark: You do not have to provide us with any personal information when you purchase merchandise with cash at one of our retail stores. If you use a credit or debit card for your purchase, we may collect your payment card-related information and your signature to process and administer your payment.

Email Offers and other Communications: From time to time, we may collect certain personal information (such as your name, email address or phone number) to send you email, SMS text messages and other communications about Hallmark Canada news, offers and events. You can unsubscribe from these communications at any time by following the instructions in any of our communications or by contacting us as set out below.

Reward Programs: When you enroll in Hallmark Rewards or another reward program, we may collect information such as your name, email address, city, postal code, date of birth and phone number. When you use your Hallmark Rewards card, we may collect information regarding your purchases. We use this

information to administer your participation in the program and to provide you with offers and news from Hallmark Canada.

Contests, Sweepstakes and Promotions: When you enter a contest, sweepstakes or participate in a promotion, we may collect your name, address, phone number, email address, and other information you provide. We use this information to administer your participation in the contest, sweepstakes or promotion. If a contest, sweepstakes or promotion is jointly sponsored by us and one or more sponsors, your personal information may be shared with such sponsors, as specified at the time you enter or participate in the contest, sweepstakes or promotion.

Surveys and Customer Research: From time to time, we may offer you the opportunity to participate in one of our surveys or other customer research. The information obtained through our surveys and customer research is used to help us understand our customers, to enhance our product and service offerings, promotions and events.

Employment: In connection with a job application or related inquiry, you may provide us with certain personal information about yourself. This may include your name, address, email address, phone number and employment-related information (such as that contained in a resume, cover letter, or similar employment-related materials). We use this information for the purpose of processing and responding to your application for current and future career or opportunities.

Franchisees: When you apply to become a franchisee, we may collect personal information such as your name, address, email address, phone number and franchise interests. We may also collect your social insurance number and certain financial information (including income, investment, credit or loan data, savings and other bank information). We use this information to evaluate your creditworthiness and ability to operate a particular retail location to a standard that will ensure the integrity of our franchise program.

Customer Service: When you contact us with a comment, question or complaint, you may be asked for information that identifies you (such as your name, address and a phone number) along with additional information we need to help us promptly answer your question or respond to your comment or complaint. We may also retain this information to assist you in the future and to improve our customer service, product and service offerings, and events and promotions.

DISCLOSURE OF PERSONAL INFORMATION

We will not disclose, trade, rent, sell or otherwise transfer your personal information, without your consent, except as otherwise set out herein.

Service Provider Arrangements: We may transfer (or otherwise make available) your personal information to our affiliates and other third parties who provide services on our behalf. For example, we may use service providers to host our websites, operate certain of its features, serve advertisements on our websites, send email or other communications, run our contests and promotions, conduct customer research and credit checks of future franchisees.

Your personal information may be maintained and processed by our affiliates and other third party service providers in the US or other jurisdictions. Our service providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal

information for their own marketing or other purposes. For more information about the way in which our third-party service providers treat your personal information, contact us as set out below.

Sale of Business: We may transfer any information we have about you as an asset in connection with a merger or sale (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of Hallmark Canada or as part of a corporate reorganization or other change in corporate control.

Legal: Hallmark Canada and our Canadian, US and other affiliates, franchisees and service providers may provide your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required or permitted by applicable Canadian, US or other law. We may also disclose personal information where necessary for the establishment, exercise or defence of legal claims and to investigate or prevent actual or suspect loss or harm to persons or property.

WEBSITE INFORMATION

In general, you can visit our website without telling us who you are or submitting any personal information. However, we collect the IP (Internet protocol) addresses of all visitors to our website and other related information such as page requests, browser type, operating system and average time spent on our website. We use this information to help us understand our website activity, and to monitor and improve our website.

Cookies & other Technologies: Our website uses a technology called "cookies". A cookie is a tiny element of data that our website can send to your browser, which may then be stored on your hard drive so we can recognize you when you return. We use cookies in order to store preference information, such as your language choice. You may set your Web browser to notify you when you receive a cookie or to not accept certain cookies. However, if you decide not to accept cookies from our website, you may not be able to take advantage of all of its features.

We may also use a technology called "tracer tags" or "Web Beacons". This technology allows us to understand which pages you visit on our website or what e-mail communications you receive and open. For example, the information we collect through this technology may include the first date and time you open our e-mail, and whether you click any links included in our e-mail. This information helps us optimize and tailor our website and communications for you and others.

Social Media: We may offer you the opportunity to engage with our content on or through third-party social networking websites, plug-ins and applications. When you engage with our content on or through third-party social networking websites, plug-ins and applications, you may allow us to have access to certain information associated with your social media account (e.g. name, username, email address, profile picture, gender). When you provide information from your social media account, we may use this information to personalize your experience on our websites and on the third-party social networking websites, plug-ins and applications, and to provide you with other products or services you may request.

Third party links: Our website may contain links to other sites that Hallmark Canada does not own or operate. We provide links to third party websites as a convenience to the user. These links are not intended as an endorsement of or referral to the linked websites. The linked websites have separate and independent privacy statements, notices and terms of use, which we recommend you read carefully. We do not have any control over such websites, and therefore we have no responsibility or

liability for the manner in which the organizations that operate such linked websites may collect, use or disclose, and otherwise treat your personal information.

SECURITY & RETENTION OF PERSONAL INFORMATION

We have implemented reasonable administrative, technical and physical safeguards in an effort to protect against unauthorized access, use, modification and disclosure of personal information in our custody and control.

We have personal information retention processes designed to retain personal information of our customers for no longer than necessary for the purposes stated above or to otherwise meet legal requirements.

ACCURACY & ACCESS TO YOUR PERSONAL INFORMATION

Hallmark Canada, to the best of its ability, will strive to collect and maintain the most accurate personal information available.

You have the right to access, update, and correct inaccuracies in your personal information in our custody and control, subject to certain exceptions prescribed by law. You may request access, updating and corrections of inaccuracies in your personal information we have in our custody or control by emailing or writing to us at the contact information set out below. We may request certain personal information for the purposes of verifying the identity of the individual seeking access to their personal information records.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be updated periodically to reflect changes to our personal information practices. The revised Privacy Policy will be posted on our website. We strongly encourage you to please refer to this Privacy Policy often for the latest information about our personal information practices.

CONTACTING OUR PRIVACY OFFICER

Hallmark Canada has appointed a Chief Privacy Officer, whose primary objective is to develop, implement and review Hallmark Canada's privacy policies and procedures and ensure compliance with the privacy legislation.

If you have any questions or comments about this Privacy Policy, if you wish to access, update, and/or correct inaccuracies in your personal information, or if you otherwise have a question or complaint about the manner in which we or our service providers treat your personal information, you may contact our Chief Privacy Officer by email at CPO_hallmarkcanada@hallmark.com.