

Reviewed and Updated: January 25, 2010

Protecting Your Privacy:

Xentel DM Incorporated ("Xentel") carries on business consisting principally of integrated benefit planning, event staging and/or managing, promotion, direct marketing and production services of primarily live entertainment events ("Events") and includes other business activities relating to our services. Xentel's secondary business is prospecting for and renewing support of donors to charitable organizations ("Client Organizations"). Xentel is licensed and/or registered where required under provincial and state laws to carry on its business activities.

We are dedicated to being PRIVACY COMPLIANT© in all aspects of our business activities. We pledge to be responsible to the public in providing our product and services, and in the course of serving customers, gathering their personal information. The privacy and the integrity of people's personal information are very important to us. Children's privacy is also very important to us. We do not knowingly collect any personal or financial information from minors.

Our Privacy Policy is intended to provide you with specifics of the information we may collect from you, how we use it, disclose it and retain it, and the guidelines that we adhere to in order to protect that information. Any personal information you provide to us is managed according to the *Personal Information and Protection of Electronic Documents (PIPEDA) Act* (Canada), regulations set by the Canadian Radio-television and Telecommunications Commission ("CRTC") for telemarketing, *Personal Information Protection (PIPA) Act* (Alberta), *Personal Information Protection (PIPA) Act* (British Columbia), and *An Act Respecting the Protection of Personal Information in the Private Sector* (Quebec), as the provisions correspond to various aspects of our business across Canada. This means that you will be informed that your personal information is being collected, the purpose(s) of collection, use and disclosure, and the contact information of our Privacy Officer so that you can ask any questions that you may have in regard to the collection, use and disclosure of your personal information.

We will from time to time review and revise our Privacy Policy, and any amendments will be implemented as soon as reasonably possible in our office locations, and on our web site. Policy amendments apply to personal information collected from the date of the posting of the amendments and to existing information held by the Xentel. As such, this Privacy Policy applies to existing information we have collected from you to date.

INFORMATION WE COLLECT, THE PURPOSE OF COLLECTION AND HOW WE COLLECT IT:

In order to provide not-for-profit and charitable organizations with our services, and to manage our business practices we collect and maintain basic accurate personal information. Direct marketing allows us to use direct mail, tele-services, the Internet, on behalf of our client organizations and ourselves, to establish and maintain a donor or commercial relationship with you.

Personal information is any information that can be used to identify, contact or distinguish a specific individual. Business contact information, often referred to as 'business card' information, and publicly available information such as that in telephone directories are exempt from provincial and federal privacy laws and/or regulations. Our Calling Lists and List Data contain only personal information that is publicly available, through such sources as telephone directories, with your name, address, city, province, postal code, area code and telephone number. This information is exempt from most privacy regulations. Although we are legally entitled to compile and use such information, we endeavour to respect your privacy at all times and therefore have implemented different ways in which you can control your information.

If you are not a supporter of any of our Client Organizations or a Xentel customer, the only information that we have about you is that which is on our calling lists, the publicly available information. If you are not interested in becoming a customer in the future, then you can control even this by requesting that you be put on our "do not call" and/or "do not send solicitations" lists. You may register to remove your name from our lists at any time. Please write to: Customer Care, Xentel DM Incorporated, 8000 Jane St Tower A, Suite 401 Concord ,

ON L4K 5B8 with "Don't Call" or "Do Not Send Solicitations" clearly printed on the envelope and on your correspondence. This service is free of charge to consumers. For faster processing, please e-mail us at dontcall@xentel.com to request removal of your information from our active lists. You must include your full name and telephone number with area code for us to properly process your request. Our "do not call" and "do not send solicitations" registrations are active for three (3) years, after which you can renew your request to be removed from our calling lists. There is no charge for this service. Please do not send your request to the Privacy Officer, or to privacy@xentel.com, as the appropriate personnel may not receive your request in time to fulfil it promptly and within the specified time.

If you are a supporter of any of our Client Organizations or a Xentel customer or about to become a supporter or customer, in the course of providing our services to you, we may collect additional information that could be used to contact you such as your e-mail address, and demographic information such as gender, transactional history information, and language preference. This information may be contained in our Donor Lists, which may be shared under contractual terms with our Client Organizations. This may constitute personal information' if used in a combination which would be personally identifying to you, and by being a supporter or customer, you are consenting to our collection and use of this information in this way. _The first time you interact with us and purchase a product or service, or make a donation through us to one of the non-profit organizations we work with, we collect information that allows us to confirm your identity and address so that we can accurately bill and collect for the products, services, or donations. We will collect information such as credit card numbers and expiry dates if you pay by credit card, and bank account information if you make a payment by cheque. This is all personal information'. Payment information is processed through our system directly to our or our clients' bank so we do not retain any of this information in marketing files. By providing us with this information you are also consenting to us contacting you, if necessary, in regard to your method of payment. _We maintain demographic information and transactional history to understand your needs and preferences and to develop, improve, and/or market other products and services to you. We may review your transactional history to recommend other products and services,

and offers which we think may be of interest to you. In that regard we may contact you to inquire how our personnel are treating you and what you think of our services. Again, transaction history information may be personal information' if used in conjunction with your information that would then result in it being personally identifying to you. We may also use your demographic information to perform business analyses or to better tailor our events, services, and communications.

Web Privacy

In order to operate a web site, we also collect web site reporting activity and tracking information, such as e-mail addresses, browser type, type of operating system you are using, name of your Internet service provider, and which of our web pages you visit to allow us to assess how to improve our customers' and the public's experience on our web site, how long individuals spend on our site, and which pages or features are of greatest interest. This allows us to further manage and develop our business and operations by assessing and fine-tuning the site for the public's usage of our web site and services. None of this web site reporting activity information is personally identifiable to you.

HOW YOUR PERSONAL INFORMATION IS USED, SHARED AND DISCLOSED:

Telephone Marketing. We monitor and record calls placed by our personnel to customers or donors for quality control and customer care. There is no outside agency involved in this aspect of our business activities. The recordings are reviewed by trained Xentel employees who then make recommendations to our management team for improvements to the quality of our services. We retain these voice recordings for the minimum of ninety (90) days.

Order and Payment Processing, Customer Service, Credit Card Issuers and Quality Assurance. We use personal information to help us efficiently perform transactions with you, to deliver the products or services you have requested, to perform quality assurance, and business analyses, and to contact you in connection with products you have purchased, events for which you purchased

tickets (including event confirmations, changes and cancellations) or Client Organizations that you have supported. In some cases we may use service providers to help us perform some of these tasks, including, but not limited to, processing or fulfilling your orders or performing customer service, business analyses or quality control (e.g. postal or delivery services to deliver your tickets to you), and we may share some personal information with these service providers for the limited purpose of delivering that service to you. These service providers are required to comply with all applicable laws, regulations and standards in regard to handling your information.

Contacting You for Offers and Promotions. Even after you become a customer or support any of our clients, you have the opportunity to inform us that you do not want us to contact you for other offers and campaigns. We do not sell, license, rent, lease or otherwise make available your e-mail address to third parties.

Providing Event Producers with Contact Information. Xentel sells tickets to Events on behalf of other organizations and to Events it produces. Event Producers include the venues, promoters, bands, teams, leagues and others who produce and bring you events. When you call our toll-free number to order tickets or respond to one of our employees calling you to offer tickets for sale, instead of providing your personal information directly to Event Producers, you provide your personal information to us, and we may then pass on the information required by Event Producers on your behalf to allow Event Producers to contact you using the personal information you provided. Event Producers are not subject to our Privacy Policy and may still use your contact information to communicate with you, and may share your contact information with others. If you want to learn about a particular Event Producer's privacy practices, or you do not want to receive communications from a particular Event Producers, please contact the Event Producer directly.

Event Merchandise. At Events, event-related merchandise may be available for sale by third parties. Because these merchants are not a part of Xentel, they are not subject to this Privacy Policy and may have their own privacy practices, which you should inquire about if you are concerned about conducting a transaction with them by contacting them directly prior to providing them with any personal

information. Xentel does not provide such merchants with any of ticket holders' information.

Disclosure of Personal Information for Legal Reasons. We may be required to disclose specific personal information when such disclosure is necessary to comply with law, to cooperate with law enforcement or to protect the interests or safety of Xentel and its employees and agents. Whenever possible, you will be advised prior to such disclosure. Your personal information may be passed on to a third party in the event of a transfer of ownership or assets, or a bankruptcy, of Xentel.

Sharing Your Personal Information.

Other than the publicly available information in our Calling Lists and List Data, which we may share with our business partners, or with our Clients under appropriate agreements as required by law, we do not sell, license, rent, lease or otherwise make available any of your information discussed in the section above entitled "If you are a Xentel Customer" that is personally identifying to you. We may share anonymous, aggregate demographic or transactional information with advertisers and other third parties so that they can tailor their advertisements and communications to the appropriate audience, as well as with our business partners to tailor services to better suit our customer profile.

HOW YOU CAN ACCESS AND CONTROL THE COLLECTION, USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION, OR CONTACT US:

At any time, you may fill in and submit on-line, or download the Request For Access To Information And Complaint Form from our web site, www.xentel.com, and submit it by mail to: _Privacy Officer Xentel DM Incorporated, 24- 3710 Westwinds Dr NE Calgary, AB T3J 5H3

Request For Access To Information And Complaint Forms are also available for pick-up at the above address. Forms submitted will be reviewed and you will be contacted within 30 days of our receipt of your Form to address your concerns.

To remove your information from our lists, please fill out the Request For Access To Information And Complaint Form and fill in that particular section of the Form.

Please feel free to contact our Privacy Officer at: privacy@xentel.com, if you have other questions, comments or concerns about our Privacy Policy or practices, or send us your written inquiry by regular mail to the Privacy Officer at the above address, and we will review your concerns within 30 business days and contact you. In order to provide the most efficient services to you and all of our clients we are unable to address any privacy questions or concerns through telephone inquiries.

If you send us e-mail or use our feedback form to contact us, you may be providing us with some personal information including your name, e-mail and perhaps information about your personal circumstances. This information is only used to process and respond to your question or comment, and is collected in compliance with privacy legislation. This information is not disclosed except to authorized employees who need it to answer your question(s) and for no other purpose.

SECURITY AND CONFIDENTIALITY OF YOUR PERSONAL INFORMATION: Maintaining the integrity, security and confidentiality of personal information is a high priority. Appropriate employees are trained in our privacy practices and the proper handling of personal information. We limit our employees' access to your personal information by authorizing only certain employees at any given time to those who need to know the personal information for us to provide the products and services that you request from us. We are committed to maintaining strict physical, electronic and procedural safeguards which comply with provincial and federal legislation to protect your personal information. We review and improve our security standards, practices and procedures as needed to protect against unauthorized access and use of the personal information. Please also review the Security Policy on our web site.

LENGTH OF TIME OF RETENTION OF CONSUMER PERSONAL INFORMATION: We only retain your personal information for as long as necessary for the purposes for which we have collected the

information, and/or as required by statutes.

LIMITS TO OUR PRIVACY POLICY: Xentel's Privacy Policy only applies to our products, services, web site and employees, and DOES NOT apply to any other Event Producers, merchants at Events, charitable organizations we serve, and links to other resources provided on our web site or to recommendations made by our employees for products and services not directly offered by us. These other resources may operate under different privacy practices which you have the sole responsibility of reviewing. Xentel has no control over the information submitted to or collected by these other entities.

* PRIVACY COMPLIANT is a trade-mark licensed to Logan & Company, an intellectual property law firm, which denotes a business industry standard means of compliance to applicable privacy legislation