

Last updated: July 29, 2019

1. Welcome

Welcome to the Privacy Policy for Pioneer Cannabis Corp. (“**Pioneer Cannabis**” or “**we**” or “**us**”). Your privacy is very important to us. This Privacy Policy explains how personal information about you is collected, used and disclosed by us with respect to your use and interaction with us, the Pioneer Cannabis website (the “**Website**”) and our related services (the “**Services**”).

We may change certain parts of this Privacy Policy from time to time, so be sure check this Privacy Policy regularly.

2. How do we collect personal information?

We collect personal information from you when you provide information directly to us, for example, when you contact us, make inquiries to our webmaster or subscribe to our Services.

3. What kind of personal information do you collect?

Examples of personal information we collect and use are:

- Contact information, such as full name, email address, telephone number
- Location information
- Information you provide when you contact us, provide feedback, make a complaint or other inquiries

4. How do we use the information?

We use your personal information to:

- meet legal and regulatory requirements
- track and analyze trends and patterns
- create aggregated information that does not allow you to be personally identified or contacted
- send promotional communications (if you have opted-in to receive such communications)
- responding to inquiries, complaints and other communications to us
- other purposes that we identify to you from time to time

The most common situations in which we collect and use your personal information are as follows:

Visiting the Website

Every time you visit the Website, you are asked to enter your date of birth to confirm you are 19 years of age or older to legally access the website’s content. Your date of birth is not used for other purposes, or kept or stored by us after you close your browser session.

Public Enquiries and Customer Care

When you contact us with a comment, question or complaint we may need to record information in order to respond to you appropriately, including details of your enquiry, your name, and your preferred method(s) of contact (such as your mailing address, phone number or email address).

A note on Social Media:

We may use accounts on social media platforms to provide you and the general public with education or information. Our social media accounts are publicly accessible, and your posts, comments, replies to and mentions of Pioneer Cannabis may be publicly visible, depending on your privacy settings. **Your privacy and the retention of information on social media accounts are governed by the privacy policies of the parties that operate these social networks and not by Pioneer Cannabis and we have no control over such platforms, and therefore we have no responsibility or liability for the manner in which their operators collect, use, disclose, secure and otherwise treat your personal information.**

We may collect and measure information available to us about social media activity in order to provide content that is relevant and potentially interesting to users of these social media platforms.

Website Server Log Data

Each time you browse the Website, servers automatically collect limited amounts of standard information sent by your browser. We cannot identify you from this information.

We collect the following standard types of information:

- Internet Protocol (IP) addresses of the computers and mobile devices being used to access the Website;
- operating systems and the types and versions of browsers used to access the Websites;
- Internet service providers used by visitors to the Website;
- dates and times users access the Website;
- pages visited; and,
- names and sizes of files requested.

Website Cookies

When you visit the Website, a small data file called a cookie is sent to your computer and/or mobile device to save and retrieve information about your visit to the Website. Cookies reside in your internet browser and are generally used to make it more convenient to use the Website, such as by remembering preferences and previous activity.

We may use either or both types of cookies: persistent and session. Persistent cookies are stored on your computer or mobile device when you visit certain websites, while session cookies expire when you close your browser. Session cookies facilitate your use and navigation of our websites, while persistent cookies identify your browser and IP address, but do not collect personal information.

Users can control and refuse to accept cookies from the Website at the individual browser. Some browsers can be set to accept all cookies, reject all cookies, or notify you when you receive cookies. If you choose to modify your browser's settings, some pages of the Website may not function properly. Please consult your browser's help menu for instructions.

Use of Website Data

We use cookies and server log data to analyze operational trends and performance; and for statistical purposes and for ways to improve all the Website. In addition, we use web analytics services, including Google Analytics, to help us understand how people use the Website. Cookies allow web analytics services to recognize your browser or device and, for example, identify whether you have visited the

Website before, what you have previously viewed or clicked on, and how you found us. The information is anonymous and only used for statistical purposes. It helps us to analyze patterns of user activity and to develop a better user experience. The web analytics service does not allow us or our analytics service providers to identify individuals.

5. How do we secure and protect your personal information?

We store your personal information under our custody or control in Canada, and employ organizational, contractual, technical and physical security measures to protect that information. By using the Website and any Services, you consent that your personal information is subject to the authorities and laws of Canada.

Please be aware, however, that no transmission over the internet can be guaranteed to be completely secure since "perfect security" does not exist on the internet. Consequently, Pioneer Cannabis does not represent, warrant, covenant or guarantee the complete security of the personal information you provide to us.

We retain your personal information for as long as necessary or relevant for the listed purposes in this Privacy Policy, or as required by any applicable legal and retention obligations.

5. Do we share personal information?

We may share personal information with third party service providers who assist us in providing and administering the Website and our Services. Third parties may assist us with services such as data hosting and marketing. These third parties that process personal information on our behalf are contractually obligated to safeguard information and only use the information provided to them for the purposes outlined in this Privacy Policy.

We may share information with our business and promotional partners to send you information, by email, telephone or other means, about products and services you may like. Users may opt-out of receiving communications at any time.

We (including our present or future subsidiaries, joint ventures or any combination therefore) may transfer or assign your personal information as a result of, or in connection of a merger, consolidation, change in control, transfer of assets or other business transaction or event in which case, and to the extent that it takes place, we'll post a notice on our Website.

We may disclose personal information to government, regulatory and/or law enforcement agencies if we believe the disclosure is legally required, is appropriate in connection with an investigation of improper or illegal conduct in connection with our Website and Services, or is otherwise required or permitted by law.

6. How can I access, update and modify my information?

If you make a request, we will let you know what personal information we have about you, what it is being used for, and with whom it has been shared. If you notice any inaccuracies or wish to update any part of your personal information, we will look into that as well.

We will provide you with access to your personal information that is in our possession, subject to certain exceptions, including information that is referenced to another individual's personal information that

we cannot sever, or information subject to solicitor-client privilege, or other legal restrictions that may prevent us from fulfilling your access request. To make a request, contact us at: info@pioneercannabis.com, and please include "Attention: Privacy Policy" in the subject line).

7. How do I opt-out of receiving promotional communications

In the event you wish to unsubscribe from receiving promotional email communications from us, you may opt-out by:

Removing yourself by clicking "unsubscribe" at the bottom of an email we send you, or

Contact us at: info@pioneercannabis.com