

Microsoft Smartphone Research Panel Privacy Statement

Last Updated: October 15, 2011

Microsoft is committed to protecting your privacy. This privacy statement explains data collection and use practices of the Microsoft Smartphone Research Panel survey (the "Survey") hosted for Microsoft by Vision Critical Communications Inc. ("VCCI"); it does not apply to other online or offline Microsoft surveys, sites, products or services. By participating in the Survey, you are consenting to the information collection and use practices described in this privacy statement.

Collecting Your Personal Information

We will collect personal information if you choose to participate in the Survey. The personal information we collect may include name, e-mail address, demographic information, etc.. We may collect certain information about your visit, such as the Internet Protocol (IP) address through which you access the Internet; the date and time you access the Site; the pages that you access while at the Site. This information is used to help improve the survey, analyze trends, and administer the survey.

Use of your Personal Information

The personal information Microsoft collects will be used to provide the service(s) or carry out the transaction(s) you have requested or authorized. This may include using the personal information to contact you regarding participation in future research, if authorized by you, or fulfilling any incentives that may be associated with completion of the survey. Microsoft occasionally hires other companies to provide limited services on our behalf, such as packaging, mailing and delivering prizes, answering customer questions about products and services, sending postal mail, and sending information about our products, special offers, and other new services. We will only provide those companies the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using that information for any other purpose.

Microsoft may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on Microsoft or the site; (b) protect and defend the rights or property of Microsoft and our

family of Web sites; or (c) act in urgent circumstances to protect the personal safety of Microsoft employees or agents, users of Microsoft products or services, or members of the public.

Personal information collected in the Survey may be stored and processed in the United States or any other country in which Microsoft or its affiliates, subsidiaries or agents maintain facilities, and by completing the Survey, you consent to any such transfer of information outside of your country. Microsoft abides by the safe harbor framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of data from the European Union.

Control of your Personal Information

Except as otherwise described in this statement, personal information you provide in the Survey will not be shared outside of Microsoft and its controlled subsidiaries and affiliates without your permission.

Please be aware that this privacy statement and any choices you make in the Survey will not necessarily apply to personal information you may have provided to Microsoft in the context of other, separately operated, Microsoft products or services.

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Access to your Personal Information

Customer information is collected by VCCI, a Microsoft vendor. It is stored at VCCI. You can review and edit the personal information collected in the Survey by logging into the portal at www.smartphoneidealab.com and updating your profile or writing to:

Suite 700, 858 Beatty Street
Vancouver, BC V6B 1C1
Attention: Privacy Officer

Security of your Personal Information

Microsoft is committed to protecting the security of your personal

information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer servers with limited access that are located in controlled facilities. Additionally, when we transmit sensitive personal information (such as a credit card number) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. □

Cookies

We use cookies on this Web site to ensure the integrity of the registration process and to personalize the site. A cookie is a small text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a Web server in the domain that issued the cookie to you.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, if your cookies are turned off, we are unable to recognize whether or not someone has been offered a survey, and may inadvertently offer them the same survey in the future.

Changes to This Privacy Statement

We may occasionally update this privacy statement. When we do, we will also revise the "last updated" date at the top of the privacy statement. For material changes to this privacy statement, we will notify you either by placing a prominent notice on the home page of the Survey or by directly sending you a notification. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

Contact Information

Microsoft welcomes your comments regarding this privacy statement. If you believe that Microsoft has not adhered to this privacy statement, please contact us by e-mail at privacyofficer@visioncritical.com or via postal mail at the address provided below, and we will use commercially reasonable efforts to promptly determine and remedy the problem.

Suite 700, 858 Beatty Street
Vancouver, BC V6B 1C1
Attention: Privacy Officer