

TOTEMIAN NETWORK PRIVACY NOTICE

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1. About This Notice

This Network Privacy Notice (the "Notice") explains what Totemian Brandboards Inc. ("Totemian", "we") measures at the digital screens ("Brandboards") we operate in community venues, and what we deliberately do not do. It covers measurement at and around our screens and venues. It is separate from the Totemian website Privacy Policy (totemian.com/privacy), which covers our website, and from the Tribe26 Privacy Policy (tribe26.app/legal/privacy-policy), which covers the Tribe26 app. This Notice is designed to comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) and the British Columbia Personal Information Protection Act (BC PIPA).

2. Our Principle: Presence Without Identification

Our measurement is designed to confirm that people were present — never to identify who they are. We report to advertisers in aggregate, derivative form only (counts, estimates, and trends). We do not sell personal information, and we do not provide raw measurement data to advertisers or partners.

3. What We Do Not Do

Our Brandboards: (a) have no cameras and take no photographs or video; (b) use no facial recognition or biometric technology of any kind; (c) record no audio; (d) do not identify, profile, or contact any individual; and (e) do not link any measurement data to names, phone numbers, email addresses, or accounts.

4. What We Measure

4.1 Playback logs. Each screen records which content played, when, and the device's technical health. These logs contain no information about people.

4.2 Venue presence counting (Wi-Fi / Bluetooth signals). To estimate how many people pass through or spend time at a venue, our devices detect ambient Wi-Fi and Bluetooth signals emitted by nearby phones and devices. This processing is subject to all of the following safeguards: device identifiers are truncated at the point of collection; records are used solely to produce aggregate counts and dwell estimates; counts are approximate (modern phones randomize their identifiers); we do not use these signals to follow any device across venues; and we never combine them with any identity data.

4.3 Aggregate reporting. Advertisers and partners receive estimated impressions, frequency, and venue-level trends — aggregate figures from which no individual can be identified.

5. Notice at Venues

Participating venues can display or make available a notice referring to this page, so that visitors can learn how measurement works and how to contact us.

6. Your Choices

Presence counting relies on signals your device broadcasts. You can prevent detection by turning off Wi-Fi and Bluetooth on your device while visiting. Modern phones also randomize their identifiers by default, which further limits what any counting system can observe. For any question, request, or concern, contact our Privacy Officer at privacy@totemian.com.

7. The Tribe26 App Is Separate

Check-ins, receipt submissions, and rewards in the Tribe26 app are user-initiated activities governed by the Tribe26 Privacy Policy and Terms of Service at tribe26.app/legal. Nothing measured at our screens is linked to Tribe26 accounts.

8. Future Measurement Technologies

If we adopt any new measurement technology at our screens or venues (for example, anonymous attention measurement), we will describe it in a new version of this Notice, published at totemian.com/legal/network-privacy before the technology is deployed, in accordance with the versioning rules at totemian.com/legal.

9. Contact and Complaints

Privacy Officer, Totemian Brandboards Inc., 1771 Robson Street, Suite 1132, Vancouver, BC V6G 3B7, Canada — privacy@totemian.com. If you are not satisfied with our response, you may contact the Office of the Privacy Commissioner of Canada (priv.gc.ca) or the Office of the Information and Privacy Commissioner for British Columbia (oipc.bc.ca).

10. Version Control

This Notice is published at totemian.com/legal/network-privacy with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal.

Version	Effective date	Changes	PDF
v1.0	Aug 18, 2026	Initial published version	network-privacy-v1.0.pdf