



Website Privacy Policy

This Privacy Policy contains legal obligations. Please read this Privacy Policy before using the website.

New Gold Inc. and its subsidiaries (together “**New Gold**”) maintains this website (the “**Website**”) to provide information about its activities and to help enable individuals and entities to contact New Gold for more information.

This “**Website Privacy Policy**” describes how New Gold collects, uses and discloses personal information that is collected through the Website.

Personal Information

“Personal information” means information about an identifiable individual, other than his or her job title and business contact information. For the purpose of the Website Privacy Policy, “**Personal Information**” means personal information that is collected by New Gold through the Website. “Personal Information” may include, but is not limited to, your name and email address.

Application of the Website Privacy Policy

The Website Privacy Policy applies to Personal Information collected by New Gold through the Website.

The Website contains links to third party websites (the “**Links**”) that are not controlled or operated by New Gold. The Links are maintained by the third parties who have their own website privacy policies and their own terms and conditions of use. This Website Privacy Policy does not apply to any of the Links and New Gold is not responsible for any Personal Information disclosed by virtue of those Links or for the privacy practices of any operators or sponsors of the Links. To determine how Personal Information will be treated when accessing or using the Links, you must read the website privacy policy, if any, that applies to each of the Links.

This Website Privacy Policy only applies to the Personal Information that New Gold collects and uses through the operation of the Website.

Acceptance of the Website Privacy Policy and any Revisions to the Website Privacy Policy

By accessing or using the Website you agree to accept the Website Privacy Policy. If you do not accept the Website Privacy Policy you must not access or use the Website.

New Gold may, at any time without notice or liability, revise the Website Privacy Policy. You should periodically revisit this posting to review any revisions to the Website Privacy Policy. If any revision is not acceptable to you, you must cease accessing and

using the Website. If you continue to access or use the Website after any revisions to the Website Privacy Policy are posted you will be deemed to have accepted those revisions.

Collection of Information

New Gold allows users of the Website to contact New Gold to request information about New Gold and its business activities. New Gold collects the Personal Information of the user in order to contact him or her. This Personal Information is essentially the user's contact information (name, address, company name, telephone number).

New Gold also collects non-personal information each time users access or use the Website. The non-personal information New Gold collects includes the user's URL, IP address, browser and operating system information, and the location (country and province) where the user's server is located.

New Gold uses "cookie" technology to track user preferences and activities on the Website. Cookies are small amounts of data that are transferred from New Gold's server to your computer's hard drive for record-keeping purposes. Cookies may store a variety of non-personal information about how you use the Website. If you do not wish to accept cookies, you have the option of blocking or disabling cookies. However, please be aware that you may be unable to access certain parts of the Website if you do block or disable New Gold's cookies.

Use of Personal Information

New Gold will use the Personal Information it receives through the Website for the purpose outlined under "Collection of Information".

By providing Personal Information through the Website, users acknowledge and agree that New Gold may use their Personal Information for the purposes set out above.

Disclosure of Personal Information

New Gold may disclose Personal Information it receives through the Website to third party service providers and other agents if reasonably necessary to further the purpose for which the Personal Information was collected.

New Gold reserves the right to disclose Personal Information if required to do so by law or legal process or otherwise requested by any law enforcement officer or agency acting under colour of law. In addition, New Gold reserves the right to disclose Personal Information in order to (a) enforce the terms of the Legal Notice; (b) protect and defend the rights or property of New Gold; or (c) act in urgent circumstances to protect the safety or security of the public or users of the products or the Website.

New Gold does not sell, rent or share its customer lists to third parties for marketing or commercial purposes.

Protection of Personal Information

New Gold has implemented reasonable physical and technical measures to protect Personal Information obtained through the Website against loss or theft, unauthorized access, use or disclosure.

Retention of Personal Information

New Gold may keep Personal Information it obtains through the Website for so long as is necessary or appropriate to carry out the purpose(s) for which such information was collected or for such longer period as may be required or permitted by applicable laws and regulations.

Accuracy

New Gold will take reasonable steps to ensure that the Personal Information it obtains through the Website is accurate and current.

Questions or Comments

New Gold welcomes questions or comments about the Website Privacy Policy. Questions or comments should be directed to the Privacy Officer who oversees New Gold's compliance with privacy requirements at:

New Gold Inc.	
Attention:	Privacy Officer
Address:	3110-666 Burrard Street, Vancouver B.C. V6C 2X8

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