

PRIVACY POLICY

Protecting Your Privacy

We are committed to protecting the privacy of all those who provide their personal information to us. Personal information is considered any information that can be used to distinguish, identify or contact a specific individual. By using our websites or services, you consent to the collection, use and disclosure of your personal information in accordance with the following terms and conditions.

Purpose

The purpose of this Privacy Policy is to inform you about practices relating to the collection, use and disclosure of personal information that may be provided through use of our website or its services. This Privacy Policy also explains how you can contact us if you have a question about, want to make a change to or delete any personal information that we may have collected about you.

We have designed this Privacy Policy to meet or exceed the requirements of the *Personal Information Protection and Electronic Document Act* ("PIPEDA") and have adopted the principles set out in *Canadian Standards Association's Model Code for the Protection of Personal Information*. Sometimes, however, privacy legislation or an individual's right to privacy are different from one jurisdiction to another. It is our policy to comply with privacy laws within each jurisdiction where we operate.

How We Use Your Personal Information

When you visit our website, our server automatically logs the IP address and standard information about your operating system and browser; this information is provided by your web browser. We may analyze the IP address data for trends and statistics about web traffic to our website. We can also use this data to help diagnose any problems with our server and to administer the website.

If you attend one of our events or provide personal information by any electronic means for any purpose, then we may collect such personal information that you submitted. We may use your personal information to contact you directly in response to your query feedback and/or for other purposes. For example, if you provide us with an email address, then you may receive periodic communications from us, which may include an electronic newsletter bulletins, press releases, notices etc. If you want to be taken off our email list or have any questions about the names of third parties to which your personal information has been disclosed, please contact our Privacy Officer as indicated below.

Use of Cookies

Cookies are files or pieces of information that may be stored on your computer's hard drive when you visit a website. Cookies can provide a more personalized

website visit but do not typically enable third parties to access any of your personal information. We may use such cookies to collect, store, and track information for statistical purposes to improve our online services.

You may refuse to accept cookies by activating the setting on your web browser (most web browsers provide instructions on how to do this in a "Help" section of the web browser). If you choose this setting, however, there is a possibility that you may not be able to access parts of our website.

Third Parties and Your Personal Information

Unless you consent otherwise, we will not sell, license, trade or rent your personal information to others except to the extent as set out in this Privacy Policy.

We may disclose your personal information to affiliates and third parties engaged to assist us for administrative and support purposes. These service providers are prohibited from using your personal information for any purpose other than to provide this assistance and are required to protect personal information disclosed by us and to comply with the general privacy principles described in this Privacy Policy.

We reserve the right to disclose your personal information if doing so complies with any applicable law, regulation, search warrant, subpoena or court order that legally requires or authorizes us to do so.

Knowledge and Consent

We collect personal information about you only when you voluntarily provide it. Typically, we will seek consent for the use or disclosure of your personal information at the time of collection. In certain circumstances, consent may be sought after the information has been collected but before it is used; for example, when we may want to use information for a purpose not previously identified.

The form of consent that we may seek, including whether it is express or implied, will largely depend on the sensitivity of the personal information and the reasonable expectations of the individual in the particular circumstances.

You may withdraw consent at any time, subject to legal or contractual restrictions and reasonability, by contacting our Privacy Officer as indicated below. In so doing, we will inform you of the implications of withdrawing consent. Further, we will not, as a condition of the supply of service, require you to consent to the collection, use or disclosure of information beyond that required to fulfill the specified and legitimate purposes for which the information is being provided. To be clear, we limit the amount and type of information collected to only the personal information that is required to provide you with any requested information, product, or services.

Protection of Your Personal Information

We make commercially reasonable efforts, in accordance with this Privacy Policy, to ensure that personal information collected from you is protected against loss,

misuse, alteration and unauthorized access. Access to your personal information is restricted to individuals who have a business need consistent with the reason the information was provided.

Personal information may be transferred to, and stored at, a destination outside of Canada. By submitting your personal information, you agree to this transfer, storing or processing. We operate secure data networks protected by industry standard firewall and password protection. This protection applies in relation to information stored in both electronic and hard copy form. However, we cannot guarantee that unauthorized third parties will never be able to defeat those measures or use your personal information for improper purposes.

Links to Third Party Sites

Any inclusion of any link on our website does not imply endorsement by us. You should be aware that operators of linked websites may also collect your personal information, including information generated through the use of cookies. We are not responsible for how such third parties collect, use or disclose your personal information, so it is important to familiarize yourself with their respective privacy policies before providing them with your personal information. Use of any such linked website is at your own risk.

Access to Your Information

You may inform us of any changes in your personal information; we will then update or delete your personal information accordingly. If your request for a copy of your personal information is refused, the reasons for refusal and means for recourse will be provided. Any access request may be subject to an administration fee to meet the costs in providing you with details of the personal information that we may hold about you. If a fee is applicable, you will be advised of any charges in advance.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at anytime without notice. When we update the Privacy Policy, we will also modify the "last updated" date at the bottom of this webpage. The Privacy Policy posted at any time on our website shall be deemed to be the Privacy Policy then in effect.

Contact Information

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