



Privacy Policy Committed to Your Right to Privacy

At Mount Pleasant Group (MPG), we respect your right to privacy, and we are committed to taking measures that protect the privacy of personal information held by us.

Our privacy commitment meets or exceeds the standards and requirements set out in the federal Personal Information Protection and Electronic Documents Act, Canada's Anti-Spam Legislation as well as the Canadian Marketing Association's Code of Ethics and Standards of Practice.

How We Use Information

When you provide us with your personal information, it helps us serve your needs better. We collect personal information for the following purposes:

- To set up, administer and deliver the products and services you have arranged to purchase from us
- To provide you with ongoing service
- To meet legal and regulatory requirements
- To follow-up or introduce you to related products and services offered by MPG which may better serve you or may be of interest to you
- To understand your needs and preferences in order to develop products, programs and services that will better meet your needs

Ensuring Your Confidentiality

Trust is earned when information offered in confidence, remains in confidence. We do not disclose your personal information for purposes other than for those which it was collected, except as required by law. Furthermore, we do not provide, rent or sell personal information to any third party organization or individual(s) other than our affiliated companies, suppliers and agents who work on our behalf to provide you with the products and services that will best meet your needs.

Assuming you have granted us consent, access to personal information by our affiliated companies, suppliers and agents is granted only upon verification that they have a privacy policy in place which complies with federal and/or provincial legislation.

Finally, personal information is held only as long as it is deemed necessary and relevant to the purposes for which it was intended.

Website Privacy

MPG maintains a corporate website and from time to time utilizes dedicated websites for promotional support purposes. On these sites certain non-personal information and data may be automatically collected for analytic purposes. The data is captured through the use of “cookies” which are small text files that track visits to the site, pages viewed, time spent on a page, browsers used, etc. Note, this data does not identify the user nor does it capture personal information about the user.

Should you wish, you may disable cookies altogether by modifying your browser’s preferences or security settings. Please note that disabling cookies may make some aspects of our sites unavailable to you.

Ensuring Your Security

To ensure that your personal information is held secure and is used in accordance with applicable federal and/or provincial privacy legislation, we have established a Privacy Officer. The Privacy Officer has the responsibility for co-ordinating overall privacy protection and compliance with the federal and/or provincial privacy laws in place. The Privacy Officer is located at Mount Pleasant Group, Suite 500, 65 Overlea Boulevard, Toronto, Ontario M4H 1P1

Providing Us with your Consent

During the course of our business relationship with you, we will obtain your consent, either in written, electronic or verbal form to collect, use and disclose your personal information. In addition, when we collect your personal information we will explain how we intend to use the information before you share it with us.

At any time you wish to rescind your consent or opt out of further marketing and promotional communications you may do so. All promotional vehicles will provide a means by which you can indicate that your consent is granted. If the appropriate consent is not provided, we will remove your name from all future promotions. If you wish to rescind your prior consent this can be done by indicating your wishes in one of the following ways:

- By mail to Mount Pleasant Group, Attention: Privacy Officer
Suite 500, 65 Overlea Boulevard, Toronto, Ontario M4H 1P1
- By phone at 416-696-7866
- By e-mail at privacyofficer@mountpleasantgroup.com

Requesting a Copy of Your Personal Information on File

If you want to receive a copy of your personal information we have on file, please contact us in writing at the above address to the attention of the Privacy Officer.