

PRIVACY POLICY

KinderSigns Canada

2096828 Ontario Inc. Operating as KinderSigns Canada is a corporation incorporated under the laws of Ontario, with its head office at 121 Winston Castle Dr., Markham, ON, L6C 2G7.

Privacy Officer ensures that KinderSigns Canada fulfills its obligations under the federal Personal Information Protection and Electronic Documents Act (also known as "PIPEDA"), as well as Québec's Code civil and the Loi sur la protection des renseignements personnels dans le secteur privé; and the Personal Information Protection Acts in British Columbia and Alberta.

Definitions

The following definitions apply in this Privacy Policy:

"Collection" - the act of gathering, acquiring or obtaining personal information from any source, including from third parties, by any means.

"Consent" - voluntary agreement with what is being done or proposed. Consent can be either express or implied. Express consent is given explicitly, either orally or in writing. Express consent is unequivocal and does not require any inference on the part of the persons seeking the consent. Implied consent arises where consent may reasonably be inferred from the action or inaction of the individual.

"Disclosure" - making personal information available to other persons outside of KinderSigns Canada.

"Personal information" - means information about an identifiable individual, but does not include the name, title or business address or telephone number of an employee of an organization.

"Use" - treatment and handling of personal information within KinderSigns Canada.

PRINCIPLE 1: ACCOUNTABILITY

Accountability for KinderSigns Canada's compliance with the privacy principles shall rest with KinderSigns Canada's Privacy Officer. This individual may delegate other individuals to act in his / her behalf. The individual will be known as the "Privacy Officer".

PRINCIPLE 2: IDENTIFYING PURPOSES

The purposes for which personal information is collected shall be identified by KinderSigns Canada before or at the time the information is collected. KinderSigns Canada shall collect personal information only for the purposes of operating its business including:

instructional guidance, franchise recruitment, identifying and communicating with individuals interested in receiving information about the KinderSigns Canada Method, Materials, services and other marketing purposes, complying with governmental rules and regulations; hiring and employment purposes; training its staff; Operating its web site.

KinderSigns Canada generally uses such personal information to carry on its business and serve its customers as described above. If the business is transferred to a new owner, the personal information will also be transferred subject to the limitations of Principle 5.

PRINCIPLE 3: CONSENT

The knowledge and consent of the individual are required for the collection, use or disclosure of personal information, except as provided by law.

Consent is required for the collection of personal information and the subsequent use or disclosure of such information. The exceptions to such requirement are specified in the PIPEDA.

PRINCIPLE 4: LIMITING COLLECTION

The collection of personal information shall be limited to that which is necessary for the purposes identified by KinderSigns Canada. The information shall be collected by fair and lawful means.

PRINCIPLE 5: LIMITING USE, DISCLOSURE AND RETENTION

Personal information shall not be used or disclosed for purposes other than those for which the information was collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.

PRINCIPLE 6: ACCURACY

Personal information shall be accurate, complete and up-to-date as is necessary for the purposes for which it is to be used.

PRINCIPLE 7: SAFEGUARDS

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.

PRINCIPLE 8: OPENNESS

KinderSigns Canada shall make readily available to individuals specific information about its policies and practices relating to the management of personal information.

PRINCIPLE 9: INDIVIDUAL ACCESS

Upon request, an individual shall be informed of the existence, use and disclosure of his or her personal information and shall be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Changes

From time to time the Privacy Officer may make changes to this policy to adapt to changing business conditions and for other reasons. In the event that in the opinion of the Privacy Officer acting reasonably such changes will allow KinderSigns Canada to make materially greater use and/or disclosure of any personal information, the individuals affected by the changes will be clearly and concisely notified of the changes and their proposed effect, and provided with an opportunity to withdraw their consent to the collection, use and/or disclosure of their personal information.