



PORTER & BEST

CONCIERGE AND LIFE MANAGEMENT SERVICES

PORTER & BEST INC. (“PORTER & BEST”) PRIVACY POLICY

Please print this Privacy Policy and read the following information carefully to understand our views and practices regarding your personal data and how we will treat it.

DISCLAIMER

Porter & Best is committed to protecting your privacy.

Porter & Best intends to ensure that all information presented on this web site is accurate but cannot guarantee that the information is free of errors or is complete.

Porter & Best will not be liable to any user or person for any inaccuracy, error or omission or loss resulting from reliance on information contained on this website and will not be liable for any damages resulting from the use of any information on this web site.

PORTER & BEST PRIVACY POLICY

Your privacy is very important to us and as such Porter & Best abides by the highest of principles as set out in the CSA's Canadian standard privacy policy for businesses entitled Model Code for the Protection of Personal Information (“Model Code”).

ACCOUNTABILITY FOR PERSONAL INFORMATION

Porter & Best takes its responsibility for personal information under its custody or control seriously and therefore has designated an individual, the Corporate Privacy Officer, who is accountable for responding to all requests in a manner consistent with the Model Code. The following highlights specifically how we have applied the Model Code to our business at Porter & Best.

IDENTIFYING PURPOSES FOR THE COLLECTION OF PERSONAL INFORMATION

Prior to the time personal information is collected, Porter & Best will identify the purpose for which personal information is collected. The primary intent behind the collection of information is to insure the delivery of the best possible personal concierge and life management service experience. We may also collect and process the following data about you:

1. Information that you provide by filling in forms (both on and offline) including, membership application forms, satisfaction surveys, sign-up forms to newsletters, etc.
2. Information collected over the telephone and through written correspondence (both on and offline) when you make enquires and reservations, during members satisfaction surveys, etc.
3. Information about your use of our services.
4. Details of purchases you arrange through us and the preferences you express to us.

Unfortunately, the transmission of information via the internet is not completely secure. Although we have strict procedures and security measures in place, we cannot guarantee the security of your data transmitted to us by email. Some of the data we collect and process may include sensitive data. Sensitive data, for example, includes information which relates to your health or religion. If you wish to use a more secure means of communicating with us we recommend that you use our more secure fax line, or personally drop off hand-written communications.

CONSENT FOR THE COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

Porter & Best will only collect, use and/or disclose information with the prior knowledge and consent of the individual. Information will be collected in a fair and lawful manner.

ENSURING SAFEGUARDS FOR PERSONAL INFORMATION

By submitting your data to us, you agree to the storage of the data in our databases and on our computers. Your data will also be stored on our secure servers. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with the Model Code. Once we receive your information, we will use strict procedures and security features to try to prevent unauthorized access to the data.

LIMITING USE, DISCLOSURE AND RETENTION OF PERSONAL INFORMATION

By submitting your personal information to us you consent to our use of the information collected about you in the following ways:

TRANSACTIONAL PURPOSES

We may use your data in order to respond to your inquiries and requests, to personalize our services and to manage transactions such as credit card payments for our services, etc. We will need to use your data in order to carry out our obligations arising from any contracts entered into between you and us.

We may disclose your personal data to suppliers and other third parties who assist us in providing services to you. Such third parties may be engaged in, amongst other things, the processing of your request for services, payment details, etc. This could mean that the data we collect from you may be transferred to and stored at a destination outside the United States of America (the "USA"). In submitting your data and requesting our services as a member, you are consenting to your data being used in the manner set out herein in countries which may not have data protection laws.

MARKETING COMMUNICATIONS

We may use your data in order to communicate with you about our products and services and those of specially selected third parties. When we send marketing communications to you by email, you will also be given an opportunity to unsubscribe from such communications. You may also opt out of receiving marketing communications from us at any time by informing us at the following email address: privacypolicy@porterandbest.com.

ENSURING ACCURACY OF PERSONAL INFORMATION

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

SALE AND TRANSFER

We may disclose your information to third parties (which third parties may be based in Canada or elsewhere, including in various destinations outside Canada) in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

LEGAL PURPOSES

We may collect, use or disclose your data if permitted by law or required to do so by law or where we believe such action is necessary in order to protect or defend us or other third parties against error, negligence, breach of contract, theft, fraud and other illegal or harmful activity and to comply with our audit and security requirements.

SERVICE PROVIDERS AND SUB-CONTRACTORS

In addition to disclosures identified in the purposes above, from time to time we may disclose personal information to our service providers and sub-contractors retained to perform functions on our behalf or to provide services to us, such as data processing; software development; website hosting and management; market research; information technology and office services; legal, accounting, insurance, audit and other professional service providers.

PERSONAL DATA RELATING TO THIRD PARTIES

Please ensure that any data you supply to us which relates to third parties is provided to us with their consent and knowledge of our proposed use of their data.

CORPORATE AND CONTACT DETAILS FOR DATA CONTROLLERS

Porter & Best is a company incorporated under the federal laws of Canada, whose principal office is located at 445 Elizabeth Street, Suite 202, Burlington, Ontario, L7R2L8.

CHANGES TO PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.