

PERSONAL INFORMATION PROTECTION POLICY

EFFECTIVE DECEMBER 1, 2003

INTRODUCTION

Protecting your privacy and the confidentiality of your information -- over the Internet, on the telephone, or through our offices -- has always been fundamental to the way we do business at the Brian Tremblay Photography. We operate on the basis of a Privacy Policy and related procedures that guide the handling of the personal information we collect. We have created this privacy statement in order to demonstrate our firm commitment to protecting the privacy of our clients and potential Website visitors.

PRIVACY STATEMENT

This policy deals only with personal information handled by Brian Tremblay Photography. Personal information is information about an identifiable individual, including their image. The following explains how the Brian Tremblay Photography handles personal information. Brian Tremblay Photography reserves the right to change this policy and it may be updated periodically. These changes may affect our use of your personal information. Accordingly, please check for changes regularly.

INFORMATION COLLECTED FROM CLIENTS

- Image in a photograph or other likeness
- Business name
- Contact name, gender
- Mailing address
- Physical address if different from mailing address
- Postal code
- E-mail address
- Company owner
- Web address
- Type of business
- Visa/MasterCard/American Express numbers and expiry dates if these cards are used for membership fees or other purchases. Credit card information is not kept on file once authorized.
- Personal bank information encoded on post-dated cheques

INFORMATION COLLECTED FROM STAFF

- Home address
- Home phone number
- Spouse's name
- Date of birth
- Social Insurance Number
- Next of kin

USES OF INFORMATION COLLECTED FROM CLIENTS

- Production and distribution of advertising materials

- Referrals
- Advertisement in any and all media

PROCEDURE

Brian Tremblay is designated the Personal Information Officer and will be in charge for the collection and security of personal information in the control of the Brian Tremblay Photography. If you wish to verify the information Brian Tremblay Photography has about you or your company, contact Brian Tremblay Photography, 718 Queen St. E., Sault Ste Marie, ON P6A 2A9. **Phone:** (705) 942-5419, **Fax:** (705) 942-3129 or by **E-mail:** brian@tremblayphoto.com

If you have voluntarily provided information, you have consented to the collection, use and disclosure of your personally identifiable information as described in this privacy policy. As required by the CSA Model code, Brian Tremblay Photography will not use personal information for any purpose other than that for which you consented. Should Brian Tremblay Photography require personal information for a new purpose, we will contact you to seek consent for that new use.

SAFEGUARDING PERSONAL INFORMATION

Brian Tremblay Photography respects the privacy of our clients and website visitors and Internet users and will protect that privacy as vigorously as possible. We store personal information in electronic and physical files that are secure. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or receive from us electronically. This is especially true for information you transmit to us via e-mail. We have no way of protecting that information until it reaches us. Once we receive your transmission, we make our best efforts to ensure its security on our computers.

ACCURACY OF AND ACCESS TO PERSONAL INFORMATION COLLECTED

Brian Tremblay Photography makes every effort to keep personal information as accurate, complete, current and relevant as necessary for the identified purposes. Brian Tremblay Photography does not routinely update personal information.

Brian Tremblay Photography makes readily available to our clients our Privacy Policy and related procedures for managing personal information. We provide access to the Privacy Policy and related procedures to individuals on Brian Tremblay Photography's website and/or in written form. Any questions about the handling of personal information by Brian Tremblay Photography can be raised with Brian Tremblay.

At the written request of a client, he or she may view or edit their personal information as collected by Brian Tremblay Photography. Brian Tremblay Photography will inform them of what personal information we have about the individual, what it is being used for and, in cases where it has been disclosed, to whom it has been disclosed.

To make a request, please: send a letter, e-mail or fax, addressed to our Privacy Officer at the address previously indicated.