

SERECON CONSULTING GROUP

PRIVACY POLICY

Serecon Consulting Group believes in building and maintaining relationships with our customers. These relationships are built on trust and respect, and we believe that is the way a business should be operated. Part of establishing trust and respect is done by telling you what information we will require from you, how this information will be handled, and how this information will be kept safe. We know that your personal information is a valued asset and we want you to know that we will treat it that way.

Privacy is an important part of our commitment to our clients and the general public. Any time you participate as a respondent to our questions, whether in person or by telephone, mail or Internet, you can be assured that your responses will be kept confidential and never linked to you personally without your express permission. You are free to choose whether or not to participate, and free to choose not to answer any specific questions.

Serecon's Privacy Policy is a statement of principles and guidelines describing the level of protection of your personal information provided to Serecon. The objective of Serecon's Privacy Policy is to promote responsible and transparent personal information management practices in a manner consistent with the provisions of the *Access to Information Act* and the *Privacy Act (Canada)*.

Serecon will continue to review its Privacy Policy to make sure that it is relevant and remains current with changing industry standards, technologies and laws.

If you have any concerns about how your privacy is protected at Serecon, please contact Cheryl March, Information Officer at cmarch@serecon.ca.

SCOPE

The scope of Serecon's Privacy Policy is as follows:

- * Serecon's Privacy Policy applies to personal information collected and/or used in the course of our consulting and valuation activities.
- * Serecon's Privacy Policy applies to personal information whether in oral, electronic or written form.
- * The application of Serecon's Privacy Policy is subject to the requirements and provisions of *Access to Information Act* and the *Privacy Act (Canada)*.
- * , and the applicable regulations.

SERECON'S PRIVACY GUIDELINES

Accountability and Security Safeguards

Serecon is responsible for personal information under its control and is committed to keeping it confidential unless agreement is reached for its release. Serecon shall protect personal information by security safeguards appropriate to the sensitivity of the information.



We safeguard your personal information by:

- * having our employees sign a confidentiality agreement;
- * keeping records containing personal information in locked filing cabinets;
- * having up to date computer security such as passwords, encryption and firewalls; and
- * where third parties are contracted to assist us with providing services to you, we have them sign a privacy and confidentiality agreement to ensure that your personal information is protected by them as well.

Purposes for Collection of Personal Information

Serecon shall identify the purposes for which personal information is collected at or before the time the information is collected.

Obtaining Consent for Collection, Use or Disclosure of Personal Information

The knowledge and consent of an individual is required for the collection, use, or disclosure of personal information.

Limiting Use, Disclosure, and Retention of Personal Information

Serecon shall not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required or permitted by law.

Accuracy of Personal Information

Personal information shall be as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used. We will keep your information as long as is necessary for the purpose it was collected, and any legal requirements we may have. Once your personal information is no longer required, it will be destroyed.

Openness Concerning Policies and Procedures

Serecon shall make readily available to individuals specific information about its policies and procedures relating to the management of personal information.

Challenging Compliance

An individual shall be able to address any concerns regarding with the above principles to the designated person accountable for Serecon's compliance with Serecon's Privacy Policy.

Additional Information

For more information regarding Serecon's Privacy Policy, please contact Ms. Cheryl March, Information Officer by email at cmarch@serecon.ca.

The companies which fall under the Serecon Consulting Group umbrella, and to which the above policy applies are:

- * Serecon Management Consulting Inc.
- * Serecon Valuation & Agricultural Consulting Inc.
- * Serecon Services Inc.

