

Fabricare Canada

Information Privacy Policy

Updated January 5, 2004

Fabricare Canada regards information gathered in the course of producing and distributing the magazine as proprietary, and not to be shared with other companies other than to ensure the timely and accurate distribution of the magazine. We are committed to the following principles:

I. Accountability.

Marcia Todd is the designated Privacy Officer for *Fabricare Canada*. She is responsible for ensuring that the principles of our policy are adhered to and obeyed.

II. Purpose of Data Collection

Fabricare Canada collects a very limited amount of information from its subscribers. This data includes name, title, business name and address in order to send the magazine to the subscriber.

We also ask what types of services the subscriber's company offers. We collect this data for three purposes:

- a.) To determine if the person supplying it qualifies for a free subscription to the magazine (based upon professional services or other affiliation to the industry.)
- b.) To help us target editorial content for the readers' benefit.
- c.) To advise advertisers and potential advertisers of the type of readers we have, so that they may include goods and services in their advertisements that are of interest to our readers.

The information about types of services offered by subscribers is not linked in any way to individual subscribers. It is supplied to editorial staff and advertisers only as numerical percentage data.

III. Consent

Prior to beginning a subscription to *Fabricare Canada*, consent to receive the magazine is obtained from the subscriber through completing a subscription card (includes signature) or through our website (www.fabricarecanada.com) (consent box flagged as acting as signature). Additional information collected at the time of subscription is described in Article II above, and its uses enumerated.

IV. Limiting Collection

We collect no data beyond what is enumerated in Article II above.

V. Use, disclosure, retention.

The information we collect is that necessary for subscription provision.

We do not share the information we collect or our mailing list with any outside company, other than our mailing partner for fulfillment of subscriptions.

If a subscriber indicates that he or she no longer wishes to receive the magazine, that individual's mailing information is purged from our electronic data base within 60 days. We do not keep printed copies of the subscription data. Back-ups of subscription data are kept in case of computer failure, but are overwritten with the most current data each time we back up the file. Old data is therefore overwritten regularly, and every 60 days at a minimum.

VI. Accuracy.

Our data for mailing addresses is checked each time the magazine is sent out, and Canada Post reports invalid or inaccurate addresses to us. We do our utmost to correct these, or purge the incorrect address from the system if it cannot be corrected.

VII. Safeguards.

All data is held in secured offices that have no public access.

Copies of the mailing list are transmitted to our mailing partner for use with *Fabricare Canada* only, and "dummy" addresses are included on the list to audit any unauthorized use of the list. The mailing list is purged by the mailing company once the magazine has been mailed every 60 days, and copies of the list are overwritten with updated versions continually.

Computers on which the data is stored are password protected, and a firewall prevents unauthorized access from outside.

VIII. Openness.

All *Fabricare Canada* staff members are aware of the proprietary nature of our mailing list, and keep it confidential. All staff members have a copy of this privacy policy, and are expected to adhere to its provisions at all times.

IX. Individual Access.

Any subscriber can update his or her mailing information for the magazine at any time either via mail, telephone, or using our website (www.fabricarecanada.com). This information is updated in the master file within 60 days of receipt.

X. Compliance.

Our website (www.fabricarecanada.com) includes a copy of this Privacy Policy, and our Privacy Officer can be reached at 905-337-0516 with any questions or concerns regarding our compliance to the Privacy Act.