

## Privacy Policy

Our brokerage and the insurance industry have a solid track record of respecting your right to privacy and safeguarding your personal information. As a result of federal legislation, we've further strengthened our privacy commitment by informing you of why and how we collect, use and disclose your personal information. You can be assured that we'll only handle your personal information in a manner that a reasonable person would consider appropriate in the circumstances.

### Personal Information Collected

Depending on the purpose(s) for which we need to collect it, we may ask for the following personal information about you including:

- Basic information, such as your name, address, telephone/fax numbers, e-mail address, birth date and marital status
- Claims history
- Credit and past payment records
- Driver's record
- Details about your property such as the value of your home and its contents
- Medical information such as any condition that may affect the operation of a vehicle
- Employment information

### We may obtain this information from:

- You
- Insurance companies
- Other insurance brokers or agents
- Credit organizations
- Motor vehicle and driver licensing authorities
- Financial institutions
- Medical professionals

### Why do we collect personal information?

When you first become a client, or whenever you acquire or renew a product from us, we need to collect some of your information. Common purposes include:

- Enable us to acquire or renew an insurance policy for you;
- Assist you and assess your ongoing needs for insurance
- Ensure your information is accurate and up-to-date; and
- Protect us both against error or Fraud

### How we protect your personal information

In order to protect your personal information and right to privacy, we will:

- Not collect, use or disclose your personal information for any purpose other than those that we identify to you;
- Keep your personal information only for as long as we need it to fulfill the stated purpose or as required by law;
- Maintain your personal information in as accurate, complete and up-to-date a form as possible;
- Safeguard your personal information to the best of our ability;
- Respond to any request you may make to access or correct the personal information we hold about you; and
- Obtain the appropriate consent from you for the collection, use or disclosure of your personal information.

### Our Privacy Officer may be contacted at:

**Darlene M. Cade, CCIB**

Privacy Officer

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