

INTER ALIA LAW PRIVACY POLICY

Privacy is important to us. As lawyers, we have a professional obligation to collect, use, retain or disclose your personal information in compliance with applicable laws including the *Personal Information Protection and Electronic Documents Act* (“PIPEDA”), or substantially similar provincial legislation, as well as the *Rules of Professional Conduct* of the Law Society of Upper Canada (“Rules”).

This Privacy Policy outlines how we handle Personal Information that we may collect in providing services to you.

What is Personal Information?

“Personal Information” is defined in PIPEDA as information about an identifiable individual. Personal Information does not include contact information typically found in a company directory (i.e. name, business address, or telephone number of an employee of an organization). In addition, Personal Information does not include aggregated information that is anonymous, such as your browser type or other non-personally identifiable information.

Consent to our Collection, Use and Disclosure of Personal Information

We require your consent to collect, use and disclose your Personal Information. When you engage us, we assume we have obtained your implied consent for use of this information to provide legal services to you. Occasionally, if circumstances warrant, or if you are not a client, we will ask for your express consent to collect, use and disclose your Personal Information. You may withdraw or limit your consent at any time, subject to our continued ability to meet our legal, professional and contractual obligations.

Collection of Personal Information

If you are a client, we will collect the information we are required to collect by the Rules. We will ask you to provide: (a) if you are an individual, your legal name, home address, email address, telephone number, occupation and photo I.D.; or (b) if you represent a business, the name, position and contact information of each individual who gives instructions with respect to the matter for which Inter Alia Law is retained; the organization’s incorporation or business identification number and place of issue, and the general nature of the type of business or activity the business is engaged in. If you are acting for or representing a third party, we will ask for the same type of information about the third party as well. If you provide us with Personal Information of a third party, you represent that you have the necessary consents to allow us to collect, use and disclose that Personal Information in accordance with this policy.

If you are not a client, we collect only the Personal Information you choose to provide to us via our website, email, or by telephone.

Use of Personal Information

Inter Alia Law uses Personal Information to respond to inquiries that you make through our website, via email, or by telephone. We use or disclose your Personal Information to provide consultation, advice and legal services. Some specific examples of what this may include are:

- To establish and manage client relationships, fulfill legal duties and avoid conflicts of interests;
- To communicate with our associated lawyers to provide legal advice and services to you;
- For account administration purposes (e.g. billing, bookkeeping);
- To protect Inter Alia Law and our associated lawyers against fraud, negligence, error, theft and other illegal activity, and to audit compliance with our policies and contractual obligations;
- To market, sell or otherwise provide products and services of third parties with whom Inter Alia Law has a commercial relationship;
- To distribute email communications and other material to individuals on our mail and e-mail lists;
- As permitted by, and to comply with, any legal or regulatory requirements or provisions.

We will only use your Personal Information for marketing purposes with your express consent. If you subscribed to our marketing communications and no longer wish to receive information from us, you may unsubscribe at any time by following the “unsubscribe” instructions in our emails.

Storage of Personal Information

We may keep a record of your Personal Information, including correspondence or comments, in the applicable file(s) specific to you, electronic or otherwise, as well as in current and archived email systems. We will utilize, disclose or retain your Personal Information for as long as necessary to fulfill the purposes for which it was collected and as required or otherwise permitted by law.

Disclosure of Personal Information

Inter Alia Law will not disclose your Personal Information without your consent, subject to certain exceptions, such as:

- when we are required or authorized by law to do so (e.g., court order);
- when we engage a third party to provide law firm services (e.g., accounting, file storage, contract automation), so long as that third party complies with this privacy policy; or
- when the information is already in the public domain.

In certain cases, your consent to our disclosure of your Personal Information will be implied (i.e. when the legal services we are providing to you require us to give your information to a third party in the course of a transaction) or another law firm that we have retained on your behalf, as instructed by you.

Please note that we or some of our service providers may be located in countries where authorized government officials may lawfully be able to access your Personal Information without your knowledge or consent.

Security of Your Personal Information

Inter Alia Law uses a number of safeguards to protect your Personal Information against loss, theft, unauthorized access or disclosure. These safeguards include: security of physical files; procedural safeguards;

security software and firewalls to prevent unauthorized computer access or "hacking." We also employ internal passwords that restrict access to our electronic files. Your Personal Information is stored in our offices or in the offices of our associated lawyers, and on computers controlled by Inter Alia Law and/or our associated lawyers. Cloud storage, where used, is provided by top technology providers (i.e. Microsoft).

In addition, if your Personal Information is sent to our third party service providers in accordance with this Privacy Policy, we take steps to ensure, through our contracts, that Personal Information is kept secure. These obligations survive any termination of our engagement for any reason.

All associated lawyers are instructed to act in accordance with this policy and access to your Personal Information is limited between us to a "need to know" basis. All employees and contractors sign a confidentiality/non-disclosure agreement.

Despite these measures, it is important to remember that no method of transmitting or storing data is completely secure and transmissions over the Internet are all susceptible to possible loss, misrouting, interception and misuse of the information being communicated or transmitted.

Access to your Personal Information

You have a right to request access to your Personal Information and receive a summary of how that information has been used and disclosed, subject to certain exceptions prescribed by law. To request access to your Personal Information, please contact our Privacy Officer at the email address below.

Website Privacy

Like the majority of organizations, we may monitor traffic patterns, site usage and related site information. Our website server automatically collects IP addresses and we may use a browser feature called a "cookie" to optimize users' visits to our website. You may set your browser to turn cookies off during your use of this website. We do not link your IP address or cookies to Personal Information.

Privacy Officer

Inter Alia Law welcomes your feedback regarding this Privacy Policy. If you have any questions or concerns about this policy or the handling of your Personal Information, or to request access to or update any information we have on file, please contact:

Privacy Officer,
Inter Alia Law
416.302.8700
darlene@interalia-law.com

If you are not satisfied with our response to your inquiry, you may contact the Privacy Commissioner of Canada at 112 Kent Street, Ottawa Ontario, K1A 1H3, 1.800.282.1376.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time. Any changes will be posted on our website. This Privacy Policy is effective October 9th, 2016.