

Rank Research Group Privacy Policy

Overview

Rank Research Group recognizes the importance of privacy and the sensitivity of personal information. We are committed to protecting all personal information we collect and hold. To ensure accountability, we have developed this policy consistent with the *Personal Information Protection and Electronic Documents Act* <hyperlink <http://laws.justice.gc.ca/en/P-8.6/258031.html> > and we adhere to the *Standards and Rules of Practice* of the Marketing Research and Intelligence Association <hyperlink <http://www.mria-arim.ca/STANDARDS/PDF/MRIACode-Corporate-2005.pdf> >.

Collection and Use

Rank Research Group provides market research services to a wide range of clients. In doing so, we conduct quantitative and qualitative market and social research. Rank collects personal information which is provided to it by clients and suppliers of direct market research services and from individuals through recognized market research techniques including surveys, focus groups and consumer studies. The personal information we collect may include names, addresses, telephone numbers, demographic data (age, education, income) and consumer preferences.

Rank Research Group collects only the personal information that is voluntarily provided to it. Participation in quantitative or qualitative market and social research carried out by or for Rank Research Group is always voluntary.

We use personal information to provide market research services to our clients. We analyze information in order to assist our clients to better market their products and services. Use and disclosure is limited to the openly stated market research purpose for which the personal information has been collected. Personal identifying information will never be sold to anyone and will not be disclosed without your consent. Aggregate and anonymous data which does not contain identifiable personal information may be provided by us to clients and third parties.

Disclosure

Under certain circumstances, Rank Research Group will disclose your personal information:

- when we are required or authorized by law to do so, for example if a court issues a subpoena;
- when you have consented to the disclosure;
- if we engage a third party to provide direct market research services (such as surveys) on our behalf and the third party is contracted to only use the information

provided for a defined market research purpose and is bound by the *Standards and Rules of Practice* of the Marketing Research and Intelligence Association.

- if we engage a third party to provide administrative services to us (such as computer back-up services or archival file storage) and the third party is bound by a privacy policy;
- if the information is Publicly Available Personal Information, as it is defined under the *Personal Information Protection and Electronic Documents Act*.

Accuracy

Rank Research Group makes reasonable efforts to ensure that personal information collected and used is accurate, complete and up-to-date.

Security

Rank Research Group takes all reasonable precautions to ensure that your personal information is kept safe from loss, unauthorized access, modification or disclosure. Among the steps taken to protect your information are:

- premises security;
- restricted file access to personal information;
- deploying technological safeguards like security software and firewalls to prevent hacking or unauthorized computer access;
- internal password and security policies.

Access

You may ask for access to any personal information we hold about you.

Website

Our website contains links to other sites, which are not governed by the privacy policy. On our website, like most other commercial websites, we may monitor traffic patterns, site usage and related site information in order to optimize our web service. We may provide aggregated information to third parties, but these statistics do not include any identifiable personal information.

Additional Information

If you have any questions, or to make any inquiries regarding personal information, please write to:



Anik Karimjee
Rank Research Group
688 Richmond Street West, Suite 204
Toronto, Ontario
M6J 1C5
Tel: 416-322-2224

If you are not satisfied with our response, the Privacy Commissioner of Canada can be reached at:

112 Kent Street
Ottawa, Ontario
K1A 1H3
Tel: 1-800-282-1376