



## THE SHOPPERS' ROUND TABLE PRIVACY POLICY SCOPE AND APPLICATION

The ten principles that form the basis of the **Shoppers' Round Table** Privacy Policy are interrelated and Vision Critical Communications Inc. ("VCCI"), as the provider of the **Shoppers' Round Table** Panel shall adhere to the ten principles as a whole. Each principle must be read in conjunction with the accompanying commentary. The commentary in the **Shoppers' Round Table** Privacy Policy has been drafted to reflect personal information issues specific to the **Shoppers' Round Table** Panel as provided by VCCI.

The scope and application of the **Shoppers' Round Table** Privacy Policy are as follows:

- The Shoppers' Round Table Privacy Policy applies to personal information collected, used, or disclosed by VCCI in the course of activities relating to the Shoppers' Round Table Panel.
- The Shoppers' Round Table Privacy Policy applies to the management of personal information in any form whether oral, electronic or written.
- The Shoppers' Round Table Privacy Policy does not impose any limits on the collection, use or disclosure of the following information by VCCI or its client sponsoring the research:
  - (a) non-personally identifiable information;
  - (b) the name, title, business address and/or telephone number of an employee of an organization;
  - (c) other information about an individual that is publicly available.

## DEFINITIONS

**collection:** The act of gathering, acquiring, recording, or obtaining personal information from any source, including third parties, by any means.

**consent:** Voluntary agreement for the collection, use and disclosure of personal information for defined purposes. Consent can be either express or implied and can be provided directly by the individual or by an authorized representative. Express consent can be given orally, electronically or in writing, but is always unequivocal and does not require any inference on the part of VCCI or its client sponsoring the research. Implied consent is consent that can reasonably be inferred from an individual's action or inaction.

**disclosure:** Making personal information available to a third party.

**employee:** An employee of or independent contractor to VCCI.

**personal information:** Information about an identifiable individual, but does not include the name, title, business address or telephone number of an employee of an organization, and does not include descriptive, factual information about an organization.

**respondent:** A member of the public who provides personal information to VCCI in the course of participating in a panel survey conducted by VCCI on behalf of itself or a third party. For example, a respondent is an



individual who discloses personal information to VCCI in the course of quantitative or qualitative marketing or social research.

**third party:** An individual or organization outside of VCCI that provides services to VCCI such as a vendor or contractor.

**use:** The treatment, handling, and management of personal information by and within the **Shoppers' Round Table** Panel, VCCI or by a third party.

#### THE TEN PRINCIPLES OF PRIVACY

##### PRINCIPLE 1 - PRINCIPLE 1 - ACCOUNTABILITY

VCCI is responsible for personal information under its control and shall designate one or more persons who are accountable for VCCI's compliance with the following principles.

Responsibility for compliance with the provisions of the **Shoppers' Round Table** Privacy Policy rests with the VCCI Privacy Officer. The VCCI Privacy Officer can be contacted by e-mail at [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com), or by mail at:

200 Granville Street, Mezzanine  
Vancouver, BC V6C 1S4

Attention: Privacy Officer

Other individuals within VCCI may be delegated to act on behalf of the Privacy Officer or to take responsibility for the day-to-day collection and/or processing of personal information.

VCCI is responsible for personal information in its possession or control and shall use contractual or other means to provide a comparable level of protection while information is being processed or used by a third party. VCCI is not responsible for protection of personal information that has been disclosed to our client sponsoring the research.

##### PRINCIPLE 2 - IDENTIFYING PURPOSES FOR COLLECTION OF PERSONAL INFORMATION

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

VCCI collects personal information from the public only for the following purposes:

- (a) to conduct quantitative or qualitative marketing and social research;
- (b) to understand respondent opinions to establish suitability for further quantitative and qualitative marketing and social research; and
- (c) to meet legal and regulatory requirements.

Further reference to "identified purposes" mean the purposes identified in this Principle.



VCCI may provide its client sponsoring the research or other third parties with information from any survey, including any personal information provided to the **Shoppers' Round Table** Panel.

#### PRINCIPLE 3 - OBTAINING CONSENT FOR COLLECTION, USE OR DISCLOSURE OF PERSONAL INFORMATION

The knowledge and consent of an individual are required for the collection, use, or disclosure of personal information, except where inappropriate.

Participation by respondents in panel research is always voluntary. When a respondent agrees to participate in a panel survey, he/she gives consent to the panel survey by participating.

Any personal information collected in the course of a panel survey for **Shoppers' Round Table** Panel may be disclosed to third parties as well as our client sponsoring the research. Your agreement to participate in the **Shoppers' Round Table** Panel included your express consent (opt-in checkbox) to the terms of this **Shoppers' Round Table** Privacy Policy and the sharing of your information, including any personal information you provide to the **Shoppers' Round Table** Panel with client sponsoring the research or other third parties.

A respondent is always free to choose whether or not to participate in the **Shoppers' Round Table** Panel

or any panel survey, free to choose not to answer any specific questions and free to discontinue participation at any time.

#### PRINCIPLE 4 - LIMITING COLLECTION OF PERSONAL INFORMATION

VCCI shall limit the collection of personal information to that which is necessary for the purposes identified by the **Shoppers' Round Table** Panel. VCCI shall collect personal information by fair and lawful means.

In conducting surveys, VCCI limits the amount and type of personal information it collects. We collect only the amount and type of information needed for the purposes identified to individuals. VCCI collects personal information about an individual primarily from that individual or a member of that individual's household. Except as permitted by law, VCCI will only collect personal information from external sources, such as client organizations, if individuals have consented to such collection.

#### PRINCIPLE 5 - PRINCIPLE 5 - LIMITING USE, DISCLOSURE, AND RETENTION OF PERSONAL INFORMATION

VCCI 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. Personal information shall be retained by VCCI only as long as necessary for the fulfillment of those purposes.

VCCI may disclose a respondent's personal information to:

- (a) a client of VCCI or a third party where the respondent has consented to such disclosure upon agreeing to participate in **Shoppers' Round Table** Panel;
- (b) a public authority or agent of a public authority if, in the reasonable judgment of VCCI, it appears that there is imminent danger to life or property which could be avoided or minimized by disclosure of the information; or



(c) a third party or parties, where disclosure is required or permitted by law.

Only VCCI's employees with a business need-to-know, or whose duties reasonably so require, are granted access to personal information about respondents while such information is being processed directly by VCCI.

VCCI shall keep personal information only as long as it remains necessary or relevant for the identified purposes or as required by law. Depending on the circumstances, where a respondent may have to be re-contacted for purposes of clarifying responses to a survey, or to seek additional responses, VCCI shall retain the personal information for a period of time that is reasonably sufficient to allow this re-contact.

VCCI shall maintain reasonable and systematic controls, schedules and practices for information and records retention and destruction which apply to personal information that is no longer necessary or relevant for the identified purposes or required by law to be retained. Such information shall be destroyed, erased or made anonymous.

#### PRINCIPLE 6 - 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.

Personal information used by VCCI shall be sufficiently accurate, complete, and up-to-date to minimize the possibility that inappropriate information may be used to make a decision about a respondent.

VCCI shall update personal information about respondents and employees as necessary to fulfill the identified purposes or upon notification by the individual.

#### PRINCIPLE 7 - SECURITY SAFEGUARDS

VCCI shall protect personal information by security safeguards appropriate to the sensitivity of the information.

VCCI shall protect personal information against such risks as loss or theft, unauthorized access, disclosure, copying, use, modification or destruction, through appropriate security measures, regardless of the format in which it is held.

VCCI shall be responsible for the protection of personal information disclosed to third parties by contractual agreements stipulating the confidentiality of the information and the purposes for which it is to be used. VCCI is not responsible for protection of personal information that has been disclosed to our client sponsoring the research. **A respondent is always free to choose whether or not to participate in the Shoppers' Round Table Panel or any panel survey, free to choose not to answer any specific questions and free to discontinue participation at any time.**

All of VCCI's employees with access to personal information shall be required to respect the confidentiality of that information.

#### PRINCIPLE 8 - OPENNESS CONCERNING POLICIES AND PROCEDURES

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



VCCI shall make information about its policies and procedures easy to understand, including:

- (a) the title and address of the person or persons accountable for VCCI's compliance with the **Shoppers' Round Table** Privacy Policy and to whom inquiries and/or complaints can be forwarded;
- (b) the means of gaining access to personal information held by VCCI;
- (c) a description of the type of personal information held by VCCI, including a general account of its use; and
- (d) a description of what personal information is made available to related organizations (e.g. subsidiaries).

#### PRINCIPLE 9 - INDIVIDUAL ACCESS TO PERSONAL INFORMATION

Upon written request to the VCCI Privacy Officer, VCCI shall inform an individual of the existence, use, and disclosure of his or her personal information and shall give the individual access to that information which is in the possession of VCCI. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Upon written request to the Privacy Officer, VCCI will inform an individual of the name of the client sponsoring the research, to whom his/her personal information has been disclosed. Information that has been disclosed to and is in the possession of the client shall be governed by that client's privacy and security policies.

In certain situations, VCCI may not be able to provide access to all the personal information that it holds about a respondent. For example, VCCI may not provide access to information if doing so would likely reveal personal information about a third party or could reasonably be expected to threaten the life or security of another individual. Also, VCCI may not provide access to information if disclosure would reveal confidential commercial information.

In order to safeguard personal information, a respondent may be required to provide sufficient identification information to permit VCCI to account for the existence, use and disclosure of personal information and to authorize access to the individual's file. Any such information shall be used only for this purpose.

VCCI shall promptly correct or complete any personal information found to be inaccurate or incomplete. Any unresolved differences as to accuracy or completeness shall be noted in the individual's file. Where appropriate and to the extent practicable, VCCI shall transmit to third parties having access to the personal information in question any amended information or the existence of any unresolved differences.

Respondents and employees can obtain information or seek access to their individual files by contacting the VCCI Privacy Officer.



## PRINCIPLE 10 - CHALLENGING COMPLIANCE

An individual shall be able to address a challenge concerning compliance with the above principles to the designated person or persons accountable for VCCI's compliance with the **Shoppers' Round Table** Privacy Policy.

VCCI shall maintain procedures for addressing and responding to all inquiries or complaints from its respondents regarding VCCI's handling of personal information.

VCCI shall, on written request, inform its respondents about the existence of these procedures as well as the availability of complaint procedures.

The person or persons accountable for compliance with the **Shoppers' Round Table** Privacy Policy may seek external advice where appropriate before providing a final response to individual complaints.

VCCI shall investigate all complaints concerning compliance with the **Shoppers' Round Table** Privacy Policy. If a complaint is found to be justified, VCCI shall take appropriate measures to resolve the complaint including, if necessary, amending its policies and procedures. The respondent shall be informed of the outcome of the investigation regarding his or her complaint.

## COOKIES

Cookies are small text files placed by a website onto a visitor's web browser or mobile device. When a website page is accessed, a cookie will send information back to the party who placed the cookie such as the last page you visited. Cookies can store information such as unique identifiers, preferences, time and date information, and can also be used to track the pages you visit. Cookies cannot access, read or modify any other data on a computer or mobile device.

Cookies can be session based, which means that they expire automatically when you close your browser, or they can be persistent. Persistent cookies remain even after you close your browser session, but will include an expiry date, after which they are no longer useable.

Cookies can also be set by more than one party. Cookies that are set and controlled directly by the website you are visiting are called 'first party cookies', and these cookies will display the domain of the website that you are visiting. Cookies that are set by third parties are known as 'third party cookies' and are typically not set or controlled by the website you are visiting, even though they are placed on your device during a visit to that website. These third party cookies will display the domain of the third party's website, and the data they collect is sent back to the third party's servers. This website sets both first and third party cookies, which can be session based or persistent depending on their use. Most of these cookies are set using VCCI's proprietary survey and community platform.

The **Shoppers' Round Table** website uses cookies for a number of useful purposes such as facilitating authentication, remembering your preferences, and maintaining sessions. Cookies also enable VCCI and our service providers to analyze website usage such as pages you've visited in order to improve the functionality of the website.

This website uses Google Analytics, a popular website analytics service provided by Google Inc. to measure how you interact with content and to keep track of the pages you have viewed. The cookie set by Google



Analytics uses an anonymous identifier to recognize your visit and does not collect any of your personal information.

Every major web browser provides the option to refuse any cookie and you may also delete a cookie manually from your device. To block tracking by the Google Analytics cookie, please visit <https://tools.google.com/dlpage/gaoptout>. Note that refusal or deletion of cookies may result in some site features to not function correctly or at all.

More information about your choices regarding cookies can be found at <http://www.allaboutcookies.org>.

#### ADDITIONAL INFORMATION

For more information regarding the **Shoppers' Round Table** Privacy Policy, please contact the VCCI Privacy Officer by e-mail at [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com), or by mail at:

200 Granville Street, Mezzanine  
Vancouver, BC V6C 1S4  
Attention: Privacy Officer