

## PRIVACY POLICY

### General

We are committed to protecting the privacy of all personal information collected by us and under our possession or control.

The Privacy Policy posted from time to time on this web site applies to our collection, use and disclosure of personal information received from you through this Site, including any other site maintained and controlled by us, or other communication means as identified in this Privacy Policy.

By accessing, browsing or using our Site, you confirm that you read, understand and agree to the terms and conditions of this Privacy Policy.

As used in this Privacy Policy, the terms “we”, “us” and “our” mean Trudell Medical International.

### Personal Information

As used in this policy, “personal information” means information about an identifiable individual, such as age, home address, home phone number, date of birth, and personal email address.

In general, personal information does not, for example, include the name, title, business address, business e-mail address, and business telephone or facsimile number of an employee of an organization.

### Consent

By using our web site, you consent to our collection, use, and disclosure of your personal information as set out in this Privacy Policy.

### Identifying Purpose

We identify the purpose for which the personal information is collected before or at the time of collection.

Generally, we collect personal information when:

- you register products online;
- you register/subscribe to become a member of **AeroLink**;
- you make online purchases;
- you request information or materials through our Site;
- you participate in surveys or contests online;
- you submit questions or comments to us.

Generally, we collect personal information for the following purposes:

- to process, fulfill and follow up on your orders or information requests;
- to register your products;
- to communicate with you to develop, enhance, market or provide products and services;
- to understand your needs and preferences, including voluntary surveys, research and evaluations;
- to meet legal or regulatory requirements, including to protect or defend a legal interest; or
- for any other purpose we may indicate to you from time to time to which you have provided your consent or as identified in this Privacy Policy.

## **Collection**

We collect personal information that you provide to us voluntarily whether over our Site, by email, mail, fax, telephone or other communication means.

We typically obtain an individual's consent to collect, use or disclose his or her personal information before or at the time of collection. In certain circumstances, consent is sought after the information has already been collected but before use.

We limit the collection of personally identifiable information to those details that are necessary for the purposes identified.

## **External Sites**

Our Site may contain links to third party sites. For example, when placing an order for products on our AEROMASK™ Equine System site you will be linked to the site of our shopping cart provider. Our shopping cart provider has its own Privacy Policy. Please make sure that you review the shopping cart provider's Privacy Policy prior to placing an order.

The Privacy Policy may be accessed by clicking on the button "Check Out" on our "Place an Order" page found on our AEROMASK™ Equine System site. If you feel uncomfortable about the shopping cart provider's Privacy Policy, please place your order directly with us by fax or telephone.

You should review the Privacy Policy of other sites that you may link to via our Site as their Privacy Policy may differ from ours.

Please be aware that we are not responsible for the privacy practices of other sites.

## **Cookies**

From time to time, we may collect non-personal information about you and your use of our web site through the use of cookies. For example, our servers track and retain information such as the type of web browser you are using, the page to which you link to our Site and your Internet Provider (IP) address. We may use this information to help diagnose problems with our server, develop a better sense of user needs, conduct traffic analysis within our Site, and to help prevent fraud. We do not match or correlate this information with any personal information that you submit on the Site.

Some browsers may be set to reject cookies. If your browser is set up that way, most of the features of our Site should remain available to you; however, it will reduce the functionality of the Site.

## **Limiting Use, Disclosure and Retention**

Subject to the "Exceptions to Use":

personal information collected by us is used or disclosed for the purpose for which it is collected;

we only use or disclose personally identifiable information for a purpose other than the one identified prior to or at the time of collection, or in ways unrelated to the ones described in the Privacy Policy, if you have provided your consent to the other use or disclosure; and

we do not sell or rent your personally identifiable information or share it with outside parties.

We retain personal information for as long as it is required for the identified purpose or as required by law.

## **Exceptions to Use**

We reserve the right to use and disclose your personally identifiable information to outside parties in the following situations:

1. to comply with any applicable law, regulation, or court order;
2. where it is necessary to keep our Site in operation;
3. to protect our rights and property and those of our users, providers, and agents; or
4. as authorized by applicable law.

## **Accuracy**

We keep personal information we collect as accurate, complete and up-to-date as possible to fulfill the purposes for which it is collected.

## **Safeguards & Security**

We protect personal information we collect with security safeguards appropriate to the sensitivity of the information.

Keep in mind that personal information transmitted to us by e-mail or otherwise through our web site, is transmitted without encryption. In other words, the information is not converted into code text but instead is sent in the same form as submitted by you on our site. Although it is unlikely that a third party will intercept the transmission, there is always a possibility of that occurring.

Personal information that you provide in connection with placing an order for products featured on our AEROMASK™ Equine System site is collected by our shopping cart provider through a secure server. Please review our shopping cart provider's Registration page and its Privacy Policy for more information on the security measures used by the provider.

## **Openness**

Upon request, you may review and verify the accuracy and completeness and request changes to your personal information that is in our possession or control at the time you submit your request. We reserve the right to deny you access to your personal information if you cannot provide us with reasonable assurances that the information is your personal information.

If you become aware of any inaccuracy or incompleteness, please notify us by e-mail or mail as provided below in the section entitled "Challenging Compliance".

## **Changes to Privacy Policy**

We reserve the right to make changes to the Privacy Policy from time to time without prior notification. Please browse through this page each time you visit our web site to keep track of any changes. The changes will only affect personal information provided after the change comes into effect.

## **Challenging Compliance**

We will endeavour to respond in a timely manner to questions, concerns and complaints about the privacy of personal information and our privacy policy and procedures.

How to contact us:

By email: [www.trudellmed.com](http://www.trudellmed.com)

By mail: 725 Third Street, London, Ontario N5V 5G4

By fax: 519-455-9053

If your questions, concerns, or complaints have not been resolved to your satisfaction, you may contact our Privacy Officer.