



## PRIVACY POLICY

- June 2014 -

CorbinPartners Inc. considers the protection of private personal information a priority. This includes the safeguarding of any information that can uniquely identify an individual respondent who provides input to the research and analysis services we offer. The company's level of attention to privacy issues is recognized both in our reputation as a Canadian leader in research support, and in our designation as a "Gold Seal" member of the Marketing Research and Intelligence Association (MRIA).

CorbinPartners strictly adheres to an MRIA-audited code of ethics and values. Our practices and procedures in handling personal information are also in compliance with Canada's Personal Information Protection and Electronics Documents Act (PIPEDA) and with various provincial efforts such as the Commission d'accès à l'information (CAI) in the province of Quebec.

Participation in CorbinPartners' studies is voluntary, and any information gathered by CorbinPartners is strictly for its intended purpose. Personal information will not be shared with a third party, except with the consent of the parties from whom the information was gathered, or as required by law. Personal identities of respondents are not retained and are excluded from communications with any parties who receive aggregated statistics.

All employees of CorbinPartners, and third-party partners subcontracted to provide support services for CorbinPartners, are instructed to respect the privacy policies we have instituted.

Please do not hesitate to [contact our Privacy Officer](#) with any questions or comments, or consult the following resources for further information:

**MRIA - Code of Conduct and Good Practice:**

<http://mria-arim.ca/sites/default/uploads/files/MRIAConduct-Dec2007REV2010.pdf>

**MRIA – Ten Core Principles:**

<http://mria-arim.ca/sites/default/uploads/files/TenCorePrinciples.pdf>

**MRIA – Charter of Respondent Rights:**

<http://mria-arim.ca/sites/default/uploads/files/RespondentCharter.pdf>

**Office of the Privacy Commissioner of Canada – Protecting Your Privacy:**

[http://www.priv.gc.ca/information/pub/guide\\_ind\\_e.pdf](http://www.priv.gc.ca/information/pub/guide_ind_e.pdf)