

ByteSMART Strategies and byteSMART Digital Visions

PRIVACY POLICY

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PRIVACY POLICY

1.0 Purpose of ByteSMART Strategies and byteSMART Digital Visions Privacy Policy

ByteSMART Strategies and byteSMART Digital Visions is a sole proprietorship organization with a group of affiliated consultants and professional staff whose purpose is to assist rural and ex-urban small to medium sized businesses in effectively and economically acquiring and using necessary office technology solutions. ByteSMART Strategies and byteSMART Digital Visions supports community economic and cultural development and small business growth by helping to develop and implement strategic technology plans for businesses like themselves, delivering a range of technology product information and branding/imaging services, and by supporting and participating in arts and cultural development activities.

This privacy policy has been developed to comply with Canada's Personal Information Protection and Electronic Documents Act ("PIPEDA") and the Canadian Anti-Spam Legislation. PIPEDA sets out rules for the collection, use and disclosure of personal information in the course of commercial activity as defined in the Act. CASL spells out the parameters whereunder businesses and individuals may contact their customers, prospects and leads.

1.1 COMPLIANCE – PIPEDA AND CASL

1.1.1 The Ten Principles of PIPEDA Summarized

The ten principles of PIPEDA that form the basis of this Privacy Policy are as follows:

1. **Accountability:** organizations are accountable for the personal information they collect, use, retain and disclose in the course of their commercial activities, including, but not limited to, the appointment of a Chief Privacy Officer;
2. **Identifying Purposes:** organizations are to explain the purposes for which the information is being used at the time of collection and can only be used for those purposes;
3. **Consent:** organizations must obtain an Individual's express or implied consent when they collect, use, or disclose the individual's personal information;
4. **Limiting Collection:** the collection of personal information must be limited to only the amount and type that is reasonably necessary for the identified purposes;
5. **Limiting Use, Disclosure and Retention:** personal information must be used for only the identified purposes, and must not be disclosed to third parties unless the Individual consents to the alternative use or disclosure;
6. **Accuracy:** organizations are required to keep personal information in active files accurate and up-to-date;
7. **Safeguards:** organizations are to use physical, organizational, and technological safeguards to protect personal information from unauthorized access or disclosure.

8. Openness: organizations must inform their clients and train their employees about their privacy policies and procedures;
9. Individual Access: an individual has a right to access personal information held by an organization and to challenge its accuracy if need be; and
10. Provide Recourse: organizations are to inform clients and employees of how to bring a request for access, or complaint, to the Chief Privacy Officer, and respond promptly to a request or complaint by the individual.

Canadian Anti-Spam Legislation (CASL) came into effect July 1st 2014 in order to govern the ways that businesses and individuals may use contacts gleaned from electronic media such as the internet, email and mobile phones including calling systems and text messages.

BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS has undertaken to become compliant with all aspects of CASL through use of correctly implemented email and contact management systems and processes using MailChimp and/or Microsoft Outlook 2010, and via the expedient of not yet having implemented cold calling systems or text message marketing systems. In the event that currently unimplemented systems are engaged in the marketing and contact management for BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS in future, every effort shall be undertaken to ensure compliance with legislation and regulations in the country of Canada prior to implementation.

This Privacy and Contact Policy applies to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS ' owner, affiliated consultants, employees and contracted employees.

As well, BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS ensures that all third party service providers sign confidentiality agreements prior to any transfer of any individuals or businesses information in the course of providing business technology consulting services, technology development advice, and other related information and/or services.

1.2 Definitions

"Personal information" means any information about an identifiable individual. It includes, without limitation, information relating to identity, nationality, age, gender, address, telephone number, e-mail address, Social Insurance Number, date of birth, marital status, education, employment health history, assets, liabilities, payment records, credit records, loan records, income and information relating to financial transactions as well as certain personal opinions or views of an Individual.

"Business information" means the business name, business address, business telephone number, name(s) of owner(s), officer(s) and director(s), job titles, business registration numbers (GST, RST, source deductions), financial status. Although business information is not subject to PIPEDA, confidentiality of business information will be treated with the same security measures by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS owner, affiliated consultants, employees and contracted employees as is required for individual personal information under PIPEDA.

"Client" means the business that is applying for or has been accepted into any of the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS membership agreements, training courses or business relationships, (including sole proprietorships and individuals carrying on business in a partnership);

"Individual" means the client's owner(s) or shareholders, co-signors, and/or any guarantor associated with a client.

"Member" means a person who has been assigned a membership status by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS, but who is not a BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS owner or systems administration staff member.

"Application" means the application form or related forms completed by the individual(s) to request membership for the client through web portal of BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS.

"Data base" means the list of names, addresses and telephone numbers of clients and individuals held by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS in the forms of, but not limited to, computer files, paper files, and files on computer hard-drives.

"File" means the information collected in the course of processing an application, as well as information collected/updated to maintain /service the account.

"Express consent" means the individual signs the application, or other forms containing personal information, authorizing BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS to collect, use, and disclose the individual's personal and business information only for the purposes set out in the application and/or forms and as specified in the appropriate non-disclosure agreements with any third parties becoming involved in the client projects.

"Implied Consent" means the organization may assume that the individual consents to the information being used, retained and disclosed for the original purposes, unless notified by the individual.

"Third Party" means a person or company that provides services to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS in support of the programs, benefits, and other services offered by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS, such as affiliated consultants, technology specialists or producers, persons with whom the individual or client does business, but does not include any Government office or department to whom BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS reports in the delivery of such programs, benefits or services.

2.0 Purposes of Collecting Personal Information

Personal information is collected in order to assess the eligibility of the individual completing an application for a training course, as well as to assist the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS owner, affiliated consultants, employees and contracted employees in assessing and analysing client information for planning and training purposes. The individual is the main source of information but BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will also ask to obtain information directly from a third source where the individual does not have the required information.

Only that information which is required to make a determination of an individual's eligibility will be collected. The individual's Social Insurance Number will not be requested in membership or training application(s) for confirming identification of the individual: instead the individual may be asked to provide alternative forms of identification, such as date of birth, birth certificate or passport and/or driver's license number.

3.0 Consent

An individual's express, written consent will be obtained before or at the time of collecting personal information. The purposes for the collection, use or disclosure of the personal information will be provided to the individual at the time of seeking his or her consent. Once consent is obtained from the individual to use his or her information for those purposes, BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS has the individual's implied consent to collect or receive any supplementary information that is necessary to fulfil the same purposes. Express consent will also be obtained if, or when, a new use is identified.

By signing/submitting the application and/or other forms, implied consent is granted by the individual to obtain and/or to verify information from third parties such as banks, credit bureaus, other lenders, and insurance companies should the process of assessing the eligibility of an individual or client become necessary.

An individual can choose not to provide some or all of the personal information at any time, but if BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS is unable to collect sufficient information to effectively analyse the business and validate payment for services, the individual's application for such services may be turned down.

A client or an individual can withdraw consent to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's use of personal information at any time prior to the application for services being approved, by making such request in writing. Once such services have been approved, an individual cannot withdraw consent authorizing BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS to use and disclose the personal information for the purposes set out in this Privacy Policy. Express consent will be obtained from the individual prior to disclosing the individual's personal information to lenders, credit insurers and credit bureaus. This Privacy Policy does not cover statistical data from which the identity of individuals cannot be determined. BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS retains the right to use and disclose statistical data as it determines appropriate.

4.0 Limiting Collection

Personal information collected will be limited to the purposes set out in this Privacy Policy, BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS applications, and/or other forms.

5.0 Limiting Use, Disclosure and Retention

5.1 Use of Personal Information

Personal information will be used for only those purposes to which the individual has consented with the following exceptions, as permitted under PIPEDA:

BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will use personal information without the individual's consent, where:

- the organization has reasonable grounds to believe the information could be useful when investigating a contravention of a federal, provincial or foreign law and the information is used for that investigation;
- an emergency exists that threatens an individual's life, health or security;
- the information is for statistical study or research;
- the information is publicly available;
- the use is clearly in the individual's interest, and consent is not available in a timely way;
- knowledge and consent would compromise the availability or accuracy of the information, and
- collection is required to investigate a breach of an agreement.

5.2 Disclosure and Transfer of Personal Information

Personal information will be disclosed to only those BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS employees, affiliate consultants and technology suppliers that need to know the information for the purposes of their work or making an assessment as to the businesses current technological status and possible future states.

Personal information will be disclosed to third parties only with the individual's knowledge and consent.

PIPEDA permits BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS to disclose personal information to third parties, without an individual's knowledge and consent, to:

- a lawyer representing BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS; collect a debt owed to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS by the individual or client;
- comply with a subpoena, a warrant or an order made by a court or other body with appropriate jurisdiction;
- a law enforcement agency in the process of a civil or criminal investigation;
- a government agency or department legally requesting the information in writing; or,
- as required by law.

PIPEDA permits BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS to transfer personal information to a third party, without the individual's knowledge or consent, if the transfer is simply for processing purposes and the third party only uses the information for the purposes for which it was transferred. BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will ensure, by contractual or other means, that the third party protects the information and uses it only for the purposes for which it was transferred.

5.3 Retention of Personal Information

Personal information will be retained in client files as long as the file is active and for such periods of time as may be prescribed by applicable laws and regulations.

A file will be deemed inactive if the ownership and staff of BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS rejects an application for membership or training, or when a membership has expired beyond its grace period without renewal by the individual or client. Information contained in an inactive file will be retained for a period of seven (7) years, except in the case where an application is rejected. Where an application has been rejected, the file and all personal information contained in the file will be retained for a period of two (2) years.

6.0 Accuracy

BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS endeavours to ensure that any personal information provided by the individual in his or her active file(s) is accurate, current and complete as is necessary to fulfill the purposes for which the information has been collected, used, retained and disclosed.

Individuals are requested to notify BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS of any change in personal or business information that may affect an ongoing consulting relationship.

Information contained in inactive files is not updated.

7.0 Safeguards

BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will use physical, organizational, and technological measures to safeguard personal information to only those BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS employees, affiliated consultants, or third parties who need to know this information for the purposes set out in this Privacy Policy.

Organizational Safeguards: Access to personal information will be limited to the owner, the Administration Officer, and/or the assigned technology consultant who must make a determination as to the individual's technological status and options for short-term technology planning. Personal information provided to members of BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS project team(s) will be limited to only that information required to carry out the mandate of that team. Members of the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS project team(s) and/or employees are not permitted to copy or retain any personal information on individuals or clients and must return for destruction all such information given to them to review once the purpose for being provided with this information has been fulfilled.

Employees and members of BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS project team(s) are required to sign a confidentiality agreement binding them to maintaining the confidentiality of all personal information to which they have access.

Physical Safeguards: Active files are stored in locked filing cabinets when not in use. Access to work areas where active files may be in use is restricted to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS employees only and authorized third parties.

All inactive files or personal information no longer required are shredded prior to disposal to prevent inadvertent disclosure to unauthorized persons.

Technological Safeguards: Personal information contained in BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS computers and electronic databases are password protected in accordance with BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's Information Security Policy. Access to any of the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's computers also is password protected. BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's Internet router or server has firewall protection sufficient to protect personal and confidential business information against virus attacks and "sniffer" software arising from Internet activity. Personal information is not transferred to project team members, affiliated consultants, employees or third parties by e-mail or other electronic form.

8.0 Openness

BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will endeavour to make its privacy policies and procedures known to the individual via this Privacy Policy as well as the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS Privacy Statement. This document will also be available on BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS ' website:
www.leahmurray.ca/byteSMART/.

9.0 Individual Access

An Individual who wishes to review or verify what personal information is held by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS, or to whom the information has been disclosed (as permitted by the Act), may make the request for access, in writing, to the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's owner and proprietor. Upon verification of the individual's identity, the owner and proprietor will respond within 60 days.

If the individual finds that the information held by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS is inaccurate or incomplete, upon the individual providing documentary evidence to verify the correct information, BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS will make the required changes to the individual's active file(s) promptly.

10.0 Complaints/Recourse If an individual has a concern about BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's personal information handling practises, a complaint, in writing, may be directed to the BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's owner and proprietor.

Upon verification of the individual's identity, BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS ' owner and proprietor will act promptly to investigate the complaint and provide a written report of the investigation's findings to the individual.

Where BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's owner and proprietor makes a determination that the individual's complaint is well founded, the owner and proprietor will take the necessary steps to correct the offending information handling practise and/or revise BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's privacy policies and procedures.

Where BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS ' owner and proprietor determines that the individual's complaint is not well founded, the individual will be notified in writing. If the individual is dissatisfied with the finding and corresponding action taken by BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's owner and proprietor, the individual may bring a complaint to the Federal Privacy Commissioner at the address below:

The Privacy Commissioner of Canada

Email address: www.privcom.gc.ca.

112 Kent Street, Ottawa,

Ontario K1A 1H3

Tel 1-800-282-1376

Questions/Access Request/Complaint

Any questions regarding this or any other privacy policy of BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS may be directed to the owner and proprietor. Requests for access to information, or to make a complaint, are to be made in writing and sent to the owner and proprietor at the address below:

Ms. Leah Murray, Proprietor

ByteSMART Strategies and byteSMART Digital Visions

Email address: proprietor@ByteSMART.ca

6015 186 Street

Surrey, BC V3S 7P4

Amendment to BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS' Privacy Policies

This BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS' Privacy Policy is in effect June 14, 2014 and is retroactive to January 1, 2011. This policy is subject to amendment in response to developments in the privacy legislation. The owner and proprietor will review and revise the Privacy Policy from time

to time as required by changes in privacy law. Notification of any changes in the Privacy Policy will be posted on BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's website, as well as in BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS 's Privacy Statement. Any changes in the Privacy Policy will apply to Personal information collected from the date of the posting of the revised Privacy Policy on BYTESMART STRATEGIES AND BYTESMART DIGITAL VISIONS' websites:
www.leahmurray.ca and www.byteSMART.ca.