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## Canada 20/20 Privacy Policy

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### About Canada 20/20

The Canada 20/20 online panel is owned and operated by Innovative Research Group Inc., a Canadian based provider of public opinion research. The objective of Canada 20/20 is to better understand respondents' opinions. Information gathered helps our clients understand public opinion and attitudes towards various issues. As such, we are committed to maintaining the privacy of our online respondents and panel members. This Privacy Statement explains our information management practice.

### Our Standards

Innovative Research Group supports and strictly adheres to the standards and guidelines set out by the Canadian Marketing Research and Intelligence Association of Canada ([MRIA](#)) and the World Association of Research Professionals ([ESOMAR, www.esomar.org](#)) for Internet and other types of research. They can be reviewed at the websites of these associations. These standards protect the interests and privacy of respondents, and also outline our responsibilities to our clients.

On January 1, 2004, the Canadian government enacted the Personal Information Protection and Electronic Documents Act (PIPEDA), which protects the privacy and rights of the public while recognizing and supporting legitimate market research practices. Innovative Research Group continuously monitors its security and data management practices to ensure it is in full compliance with the Act. You can learn more about PIPEDA legislation at <http://laws.justice.gc.ca/en/P-8.6/index.html>.

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our homepage.

### How Collected Information Is Used

Registration (only applicable to Canada 20/20 online panellists)

Where applicable, to participate in surveys, you must first complete the registration form. During registration, you are required to provide contact information such as name and email address. We use this information to e-mail you invitations to online research surveys.

You have the option to provide demographic information such as age, gender, province and education to us; we encourage you to submit this information so we can send you invitations to surveys relevant to you.

Once you have successfully registered, you will receive an email confirmation to welcome you to our panel. Occasionally, we will send you invitations to participate in relevant surveys for which you have been selected.

Innovative Research Group is the sole owner of the information collected on [www.canada2020.com](http://www.canada2020.com). Innovative Research Group only collects personally identifiable information from our users on the registration page on our Web site.

Registration does not apply to those invited to complete an online survey for custom client studies.

#### Personally identifiable information

We DO NOT share Personally Identifiable Information with Third Parties.

Your personally identifying information (name, e-mail address, etc) will never be shared with any third party without your express consent. Additionally, your responses are combined with those of other people and are tabulated in the aggregate. Any answers you provide to survey questions will remain entirely confidential. Innovative Research Group does not "spam" or send unsolicited e-mails. We will never attempt to sell you anything.

We will never ask for sensitive financial information or social insurance numbers.

If your personally identifiable information changes, or if you no longer desire our service, you may update your information or unsubscribe by emailing [support@canada2020.com](mailto:support@canada2020.com) or by contacting us by postal mail at the contact information listed below.

#### Uses of Information

This site uses the information which users submit to occasionally invite them to participate in surveys relevant to them. The users join our panel voluntarily because they wish to voice their opinions.

Aggregate data is only provided to our strategic partner (a major Internet portal) for the sake of balancing our media plan in our efforts to grow our panel proportionately to the Canadian population.

Panelists' mailing address is only used for the sake of mailing them a cheque for cash incentives they have earned as a result of participating in specific surveys.

We never link aggregate user data with personally identifiable information.

#### Legal Disclaimer

*We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Website.*

#### Surveys or Contests

Occasionally, we may provide you the opportunity to participate in contests or surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information such as email address, and demographic information such as postal code, age, gender, household income, etc.

If you are a winner in one of our sweepstakes, we will contact you by email to notify you and request your postal address information.

We will not share the personally identifiable information you provide through a contest or survey with other third parties.

#### **Why We Ask For Your E-Mail Address**

In select instances, when you participate in Canada 20/20 surveys, you are requested to provide your e-mail address. We do this in order to contact contest winners. Also, we occasionally ask if individuals wish to participate in future surveys. If you agree, we may send you an invitation to a subsequent survey.

At all times your e-mail address will be kept strictly confidential and at no time will your e-mail address, or any other personal information, be shared with any third party without your prior express consent.

#### **Choice/Opt-out**

If you no longer wish to receive our survey invitations, you may opt-out of receiving them by simply replying to a survey invitation with "Unsubscribe" in the subject line.

You may also opt-out by emailing [support@canada2020.com](mailto:support@canada2020.com) with "Unsubscribe" in the subject line.

#### **Why We Use Cookies**

Cookies are small amounts of data that attach to the hard drive when a user visits a site. In certain instances, Innovative Research Group employs cookies solely to ensure that potential respondents are not sampled more than once. These cookies are temporary in nature and will automatically expire after the completion of the survey.

We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

#### **Security Measures**

Innovative Research Group has taken extensive security measures to protect against the unauthorized access, loss, misuse, and alteration of the information under our control.

We do not collect sensitive information such as credit card numbers or social insurance numbers.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can email us at [support@canada2020.com](mailto:support@canada2020.com).

#### **Contact Information**

If you have any questions about Innovative Research Group or our Privacy Policy, please contact us at the following address:

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