

# Priority Submetering Solutions Privacy Policy

## *Philosophy Surrounding Privacy:*

We, at Priority Submetering Solutions, ("PRIORITY", "we" or "us"), value the trust that you have shown in our business and, in turn, we are committed to maintaining the accuracy, confidentiality, and security of your personal information. To that end, we have adopted this privacy policy.

This policy explains how PRIORITY collects, uses, discloses and safeguards the personal information provided to us either directly by you or by a third party.

By providing personal information to us or authorizing a third party to provide your personal information to us, you signify your consent to PRIORITY'S collection, use and disclosure of your personal information in accordance with this privacy policy.

For purposes of this privacy policy, "personal information" shall include information that is considered personal information by those laws governing the protection of privacy in the private sector (This generally means that personal information will include most information that can identify an individual directly or through reasonably available means, but may not include certain business contact information.)

As part of our commitment to treat your personal information with respect, we operate in accordance with the following ten principles (the "Principles"):

Principle 1 - Accountability

Principle 2 - Identifying Purposes

Principle 3 - Consent

Principle 4 - Limiting Collection

Principle 5 - Limiting Use, Disclosure and Retention

Principle 6 - Accuracy

Principle 7 - Safeguarding Customer Information

Principle 8 - Openness

Principle 9 - Customer Access

Principle 10 - Handling Customer Complaints and Suggestions

## **Principle 1 - Accountability**

We will maintain and protect the personal information under our control. We have designated an individual or individuals who is/are accountable for compliance with the Principles. (Please see Principle 10 for our privacy officer's contact information.)

## **Principle 2 - Identifying Purposes**

The purposes for which personal information is collected by us will be identified to you before or at the time the information is collected.

## **Principle 3 - Consent**

Except where required or permitted by law your informed consent is required for our collection, use or disclosure of your personal information.

**Principle 4 - Limiting Collection**

The personal information collected by us shall be limited to those details necessary for the purposes identified to you.

**Principle 5 - Limiting Use, Disclosure and Retention**

We will only use or disclose your personal information in accordance with the purposes for which it was originally collected unless you have otherwise consented, or when it is required or permitted by law. We will retain your personal information only for so long as is required to fulfill the purpose for which it was collected or as required by law.

**Principle 6 - Accuracy**

We shall make every reasonable effort to ensure your personal information is maintained in an accurate, complete and up-to-date form.

**Principle 7 - Safeguarding Customer Information**

We shall utilize no less than industry standards security safeguards to protect your personal information.

**Principle 8 - Openness**

If you would like a copy of our privacy policies we would be more than happy to provide one to you and if you have any questions regarding same, we are more than happy to discuss the merits with you.

**Principle 9 - Customer Access**

Upon your request, we shall inform you of: (i) the type of personal information we have collected; (ii) how we have used your personal information in the past, and how we may in the future; and (iii) whether or not we have disclosed your personal information to any third parties (and, if so, to whom). Individuals may verify the accuracy and completeness of their personal information, and may request that it be amended, if appropriate.

Please note that before we are able to provide you with any information or correct any inaccuracies we may ask you to verify your identity and to provide other details to help us to respond to your request.

**Principle 10 - Handling Customer Complaints and Suggestions**

Customers may direct any questions or enquiries with respect to the Principles or about our information handling practices by contacting:

Privacy Officer  
Priority Submetering Solutions  
P.O. Box 111135  
Naples, Florida  
34108

Toll Free: 866-836-3837  
Phone: 905-837-8548  
Fax: 905-837-6578  
Email: [privacy@prioritymeter.com](mailto:privacy@prioritymeter.com)

## **Specifics Information on Our Personal Information Handling Practices**

### ***Why Do We Gather Personal Information:***

At PRIORITY, we gather and use personal information to:

- to provide you with ongoing reliable and safe services and to bill and collect payment for services;
- to help identify new clients;
- to assist in managing the transitions between customers moving in and out of premises;
- to establish your identification and protect both you and PRIORITY from errors and fraud;
- to verify your identity when you request information about your account by email or telephone;
- to meet legal and regulatory requirements relating to the services or products provided to you;
- to provide you with information about using electricity safely and efficiently.

We also use the personal information you have provided to us to communicate with you and safeguard your interests. We will send you important notices, and respond to any special needs or enquiries you may have. We may also send you information about other products and services in which we believe you may be interested.

We only use personal information for the purposes that we have disclosed to you. If for any reason your information is required to fulfill a different purpose, we will obtain your consent before we proceed.

### ***Types of Information We Collect:***

The type of personal information we may ask for depends on and is related to the reason (or purpose) such personal information was provided to us. For instance, when opening a new account with PRIORITY, we will ask you for your name, address and telephone numbers where you can be reached. In addition to the foregoing, the following is a description of the type of personal information that we may ask for:

- Email Address;
- Void Cheque (for Pre-Authorized Payment);
- Forwarding Address;
- Move In/Out Dates;
- Driver's License Number.

We occasionally collect personal information from Property Managers, or in certain circumstances, from individuals' legal guardians or caregivers. As an example, we may collect your name and move in/out dates from Property Managers. If you have any questions about what information the Property Managers may provide to us, please speak with the Property Managers, failing an acceptable response you should, of course, contact us.

The choice to provide us with your personal information, either directly or through a third party, is always yours. However, if you choose to withhold particular information, that may limit our ability to provide you with the services or products you requested.

### ***How We Collect Such Personal Information:***

We may gather such personal information from you in person, over the telephone or by corresponding with you via mail, facsimile, the Internet, or from third parties (such as a travel agent) who have your authority to disclose such personal information to us. We may also collect information such as your name and move in/out dates from your property management.

Through the use of website cookies (very small text file that is added to your hard drive from a web page), we monitor the ads you see and the number of times these ads are seen. Through the use of these cookies, we are able to capture standard web traffic information such as time, date, IP address and browser, but in no circumstance do we (or the cookies) capture any information that can identify you as an individual.

WHILE WE TRY TO ENSURE THAT EVERY THIRD PARTY WHO DISCLOSES PERSONAL INFORMATION TO US HAS YOUR CONSENT TO DO SO, IF YOU BELIEVE THAT A THIRD PARTY HAS INAPPROPRIATELY DISCLOSED YOUR PERSONAL INFORMATION TO US, PLEASE CONTACT THAT THIRD PARTY. IF THEY DO NOT ADEQUATELY RESPOND TO YOUR INQUIRIES, PLEASE LET US KNOW IMMEDIATELY.

***www.prioritymeter.com***

When you visit our web site, information is not collected that could identify you personally unless you choose to provide it voluntarily. You are welcome to browse the Web site at any time anonymously and privately without revealing any personal or financial information about yourself.

### ***Disclosure of Personal Information to Third Parties:***

Except as specifically provided for in this privacy policy, we do not disclose any personal information to third parties. The following are the limited instances where we may disclose your personal information to third parties:

- to investigate potentially fraudulent or questionable activities regarding your merchant account(s) or the use of our services;
- if it is in the individual's best interest and consent cannot be obtained in a timely matter (an example being when an individual is seriously ill);
- to an authorized contractor of PRIORITY to perform service work;
- disclosure of personal information to a lawyer;
- to offer you related products and services that might benefit you;
- in anticipation of and in the course of an actual or potential sale, reorganization, financing, consolidation, merger or amalgamation of our business; and
- when required or permitted by law;
- to a collection agency or to a credit reporting bureau (TransUnion) for non payment.

The type of information we are legally required to disclose may relate to criminal investigations or government tax reporting requirements. In some instances such as a legal proceeding or court order, we may also be required to disclose certain information to authorities. Only the information specifically requested is disclosed and we take precautions to satisfy ourselves that the authorities that are making the request have legitimate grounds to do so.

There are some situations where we are legally permitted to disclose personal information such as employing reasonable and legal methods to enforce our rights or to investigate suspicion of illegal activities.

***Our Employees and your Personal Information:***

In the course of daily operations, access to private, sensitive and confidential information is restricted to authorized employees who have a legitimate business purpose and reason for accessing it. For example, when you call us, our designated employees will access your information to verify who you are and to assist you in fulfilling your requests.

As a condition of their employment, all employees of PRIORITY are required to abide by the privacy standards we have established. Employees are informed about the importance of privacy and they are to properly identify each customer so that any customer information to unauthorized individuals or parties is not disclosed.

Unauthorized access to and/or disclosure of personal information by an employee of PRIORITY is strictly prohibited. All employees are expected to maintain the confidentiality of personal information at all times and failing to do so will result in appropriate disciplinary measures, which may include dismissal.

***How We Safeguard Your Information:***

We use industry standard technologies and maintain current security standards to ensure that your personal information is protected against unauthorized access, disclosure, inappropriate alteration or misuse.

Electronic customer files are kept in a highly secured environment with restricted access. Paper-based files are stored in locked filing cabinets. Access is also restricted.

We manage our server environment appropriately and our firewall infrastructure is strictly adhered to. Our security practices are reviewed on a regular basis and we routinely employ current technologies to ensure that the confidentiality and privacy of your information is not compromised.

Our web site uses AES 256 bit encryption technologies to enhance security when you visit the secured areas of these sites. AES 256 bit encryption is the industry standard tool for protecting and maintaining the security of message transmissions over the Internet. When you access your accounts or send information from secured sites, encryption will scramble your data into an unreadable format to inhibit unauthorized access by others.

To safeguard against unauthorized access to your accounts, you are required to "sign-on" using a user id and a password to certain secured areas of the PRIORITY web site. Both user id and password are

encrypted when sent over the Internet. If you are unable to provide the correct password, you will not be able to access these sections.

When you call our customer service centre you will be required to verify your identity by providing some personally identifying information as well as your account number.

### ***Accessing and Amending Your Information:***

You have the right to access, verify and amend the personal information held we have collected on you. You may access and verify any of your information by calling our customer contact centre at 866-836-3837.

To help us keep your personal information up-to-date, we encourage you to amend inaccuracies and make corrections as often as necessary. Despite our efforts, errors sometimes do occur. Should you identify any incorrect or out-of-date information in your file(s), we will make the proper changes. Where appropriate, we will communicate these changes to other parties who may have unintentionally received incorrect information from us.

### ***Questions, Concerns and Complaints:***

If you have a question about the privacy policies stated on this site, please call us at 866-836-3837. If you have a concern or complaint about privacy, confidentiality or the personal information handling practices of PRIORITY, our employees or service suppliers, please contact:

Privacy Officer  
Toll Free: 866-836-3837  
Phone: 905-837-8548  
Fax: 905-837-6578  
Email: [privacy@prioritymeter.com](mailto:privacy@prioritymeter.com)

Before PRIORITY is able to provide you with any information or correct any inaccuracies, however, we may ask you to verify your identity and to provide other details to help us to respond to your request. We will endeavour to respond within an appropriate timeframe.

### ***Updating this Privacy Policy:***

Any changes to our privacy policy and information handling practices will be acknowledged in this policy in a timely manner. We may add, modify or remove portions of this policy when we feel it is appropriate to do so. ***You may determine when this policy was last updated by referring to the modification date found at the bottom of this privacy policy. If we change anything in this policy that impacts your substantive rights, we will notify you of such change by posting a notice on the homepage of our website prior to the introduction to such change.***

### ***Web Sites Governed by this Privacy Policy:***

The web site that is governed by the provisions and practices stated in this privacy policy is: [www.prioritymeter.com](http://www.prioritymeter.com).

The PRIORITY web site may contain links to other third party sites that are not governed by this privacy policy. Although we endeavour to only link to sites with high privacy standards, our privacy policy will no longer apply once you leave the PRIORITY web site. Additionally, we are not responsible for the privacy practices employed by other third party web sites. Therefore, we suggest that you examine the privacy statements of those sites to learn how your information may be collected, used, shared and disclosed.

#### GOVERNING LAW AND DISPUTE RESOLUTION

This Privacy Policy, and all related matters are governed solely by the laws of the Ontario, Canada and applicable federal laws of Canada, excluding any rules of private international law or the conflict of laws which would lead to the application of any other laws.

Any claim or cause of action you may have arising from, connected with, or relating to this privacy policy or Priority's handling of your personal information, or any related matters must be commenced within six (6) months after the claim or cause of action arises, after which time the claim or cause of action is forever barred, regardless of any statute or law to the contrary.

Last revised Wednesday, April 13, 2011