



## OUR COMMITMENT TO YOUR PRIVACY

Pristine Homes Inc. values your business and respects your right to privacy. It is important to us that you, as an existing or potential client of Pristine Homes Inc., feel secure about the personal information you provide; therefore we have outlined our Privacy Policy below.

This Privacy Statement has been adopted by Pristine Homes Inc., and by those organizations using the Pristine Homes® trademarks under license from Pristine Homes Inc. (referred to collectively as “Pristine Homes”), in order to demonstrate our commitment to the protection of individual privacy. The following discloses the personal information collection, use, and disclosure practices of Pristine Homes.

For the purposes of this Statement, “personal information” refers to the information collected by the Website (pristinehomes.ca and all authorized sites using the Pristine Homes® trademarks) and/or without limitation information collected through other means, such as project registration forms, e-mail, newsletter sign-ups, questionnaires, contest entry forms and transaction documents that are personally identifiable to individuals. “Non-identifiable information” refers to information collected by the Website that cannot be associated with nor traced back to specific individuals with any certainty. This information may include, without limitation, Internet connection type, browser information, operating system, address of site referrals, IP address, and dates and times of use. Further discussed in section 5 below.

### 1. Kinds of Information collected by Pristine Homes

#### 1.1. Our Products and Services

Pristine Homes is one of Toronto, Canada’s finest luxury home developers. We strive to provide you (the client) with the highest level of quality in every home we offer. For the purposes of this policy, this will be referred to as our products and services.

#### 1.2. The Information We Collect

Pristine Homes collects Information from individuals on a strictly voluntary basis through means of project registration forms, e-mail, newsletters sign-ups, questionnaires, contest entry forms and transaction documents both online and offline.



#### 1.2.1. Existing Clients

For clients who ask for our products and services, Pristine Homes may collect and record Personal Information including contact information (such as name, mailing address, e-mail address, telephone/fax number), demographic information, household information, preference information, transaction-related information, and any additional information that you wish to provide. This information is necessary in order to provide our clients with any products and services, and to manage our client relationships. At the time of collection of this information, Pristine Homes may also request additional information including financial information, in order to assist Pristine Homes identify which products and services may best suit your requirements.

#### 1.2.2. Potential Clients

At times, Pristine Homes identifies the contact details of potential clients through Pristine Homes's own investigation, the purchase of lists or by other promotional means. This information collected is for purpose of advising you about our products and services which may be of interest to you. If we do collect any personal information about you in this way, we will provide you the means to control how that information is being used, as well as the opportunity to "opt out" and any time. This is discussed further in this policy in section 2.2 below.

#### 1.2.3. Business Contacts

If you are a business contact or real estate agent who enters in to business dealings with Pristine Homes, Pristine Homes will collect the personal and business information necessary to complete any relevant business transaction, or potential business dealings. This will include all information contained in all correspondence and agreements between you and Pristine Homes.

#### 1.2.4. Online Collection

For any existing, potential or business contacts who deal with Pristine Homes online, Pristine Homes will, in addition to the information identified above, collect additional information as a result of your use of the Website. This information may or may not directly identify with you.

Information collected through Pristine Homes's online presence will include information that you voluntarily provide. It may also include non-identifiable information such as your type of Internet connection, browser information, operating system, address of site referrals, IP address, and dates and times of use. Further discussed in section 5 below.

## 2. Use of Personal Information by Pristine Homes

### 2.1. Communication

Pristine Homes uses personal information of both existing and potential clients to communicate and evaluate the specific needs of the individual.



## 2.2. Information regarding our Products and Services

Pristine Homes uses personal information of both existing and potential clients to advise you about our products and services, promotions, and other special offers that meet the individual needs or that might be of interest to individuals, based on information provided and approved by Pristine Homes.

If at any time a potential client wishes to discontinue contact with Pristine Homes, and terminate any promotions or special offers sent via e-mail, the client will be able to reply to the e-mail sent from Pristine Homes, informing us to halt any additional e-mail. Pristine Homes will remove the client from their mailing list, and cease sending the client any promotional or special offers within seven (7) business days.

## 2.3. Service Fulfillment

For clients seeking our products and services, Pristine Homes uses the personal information collected to provide you with our products and services specific to your needs. Personal information will also be used to conduct, process, and complete transactions with Pristine Homes.

The information also enables Pristine Homes to develop and customize our products and services to better meet the needs and preferences of our clients.

Pristine Homes may use non-identifiable information collected through the Website for statistical purposes to improve the range of our products and services.

## 3. Disclosure of Personal Information by Pristine Homes

### 3.1. Disclosure, Trade or Sale of Information

Pristine Homes does not sell, rent or trade personal information that it collects. Pristine Homes will not knowingly disclose personal information to any third parties except in the following circumstances:

- 3.1.1. When Pristine Homes has received content to do so, or under limited circumstances specifically described at such time as personal information is collected;
- 3.1.2. To affiliated and associated companies using the Pristine Homes® trademarks under license from Pristine Homes Inc. and only described in section 2 above. These affiliated and associated companies and their respective employees are restricted from using the personal information for any other purpose other than as described in section 2;
- 3.1.3. To its agents, professional advisors, promotional and marketing agencies, and to another other third parties in order to complete the transactions, to process data and to service clients. These third parties and their respective employees are only provided with such personal information as is necessary to perform the services for which they have been contracted, and are restricted to such use as described in section 2 above.
- 3.1.4. In the event of the sale of Pristine Homes, personal information may be one of the transferred business assets.



#### 4. Retention of Personal Information by Pristine Homes

If at a time when personal information is no longer required for the purposes stated in this statement, or has been requested to be removed by the client, or other statutory requirements, such personal information will be made anonymous or destroyed.

#### 5. Collection, Use, and Disclosure of non-identifiable Information

5.1. Pristine Homes collects and uses non-identifiable information to assess the effectiveness of the Website content and traffic. Information, such as but not limited to Internet connection types, browser information, operating system, and dates and times of use, are used for statistical analysis, and to allow Pristine Homes to improve the quality of the visitor's experience with the Website.

5.2. Pristine Homes may use the non-identifiable information it collects from the Website to inform its current and prospective sponsors, design agencies and, advertisers about the number of visits to the Website, the demographic characteristics of the visitors and areas of the Website the visitors have viewed.

#### 6. Websites Operated by Third Parties

Websites operated by Pristine Homes or its affiliated companies may contain links to other websites that may collect personal information. This statement does not extend to the information collection, disclosure, use and retention of such third parties.

Pristine Homes does not assume any responsibility for the privacy practices, policies or actions of such third parties. Individuals should consult the privacy policies of these third parties to make an informed decision on whether or not to visit and/or provide personal information to such third parties.

#### 7. Access and Correction

Under the Privacy Act, individuals have the right to access, verify and correct or amend all of the personal information collected by Pristine Homes.

Pristine Homes believes that it is essential to keep accurate and up-to-date information collected by the Website and/or disclosed via e-mail, facsimile or telephone necessary for the purposes described in this statement.

If you wish to exercise your right under the Privacy Act to seek access to the personal information that Pristine Homes holds about you, amend inaccuracies or make corrections, we ask that you contact The Pristine Homes Privacy Officer (contact details in section 10 below).



## 8. Safeguarding Personal Information

### 8.1. The Collection of Personal Information

All information collected through the Website is transmitted with Secured Socket Layers (SSL), which is the standard for securing information as it travels through the Internet. SSL technology is designed to encrypt your information, preventing an unauthorized party from viewing and downloading your information.

### 8.2. The Storing of Personal Information

Pristine Homes has taken measures to protect the security and confidentiality of personal information. Personal information is stored on confidential databases on servers that have appropriate security means in place to protect against loss, misuse and alteration of personal information, and is under the care and control of Pristine Homes.

## 9. The choice to provide Personal Information or to receive Promotional Material

Individuals are under no obligation to provide personal information on this, or any other Pristine Homes affiliated website. Individuals who have chosen to provide personal information for the purposes of receiving promotional material, or the request of obtaining information regarding the products and services offered by Pristine Homes, may also at any time, decide to “opt-out” (as described in section 10 below). Individuals are reminded that the decision to withhold or object to the use and/or disclosure of personal information as provided in this statement, or in any agreement between such individual and Pristine Homes may limit the ability to complete transactions, and/or purchase of products and services offered by Pristine Homes. Your personal information is obtained and used only with your consent that may be expressed or implied depending on the circumstances.



10. Contacting The Pristine Homes Privacy Officer

To file a complaint with Pristine Homes concerning the collection, use and/or disclosure of personal information, to request access to, or change personal information collected and stored by Pristine Homes, or if you have any questions regarding this statement or how we have handled your personal information, please contact our head office:

Pristine Homes / Head Office

131 Whitmore Road, Unit 21

Woodbridge, ON

L4L 6E4

Attention: Privacy Officer

11. Changes to Privacy Policy

Pristine Homes reserves the right to make amendments to this statement without notice. Revised versions of this statement will be made available to [www.pristinehomes.ca](http://www.pristinehomes.ca) as soon as practical.

Date of last revision: July 11, 2008