

# Spectrum Dialogue is protecting your privacy

Spectrum Dialogue's Protection of Personal Information Principles was created to ensure we preserve the confidentiality, accuracy and security of your personal information. These principles guide us in the collection, use, retention and disclosure of your personal information.

## **What is personal information?**

Personal information means any information about an identifiable individual. This includes information such as your name, address, telephone number, birth date, purchase information or e-mail address. In every case, Spectrum Dialogue adheres to strict guidelines when dealing with your personal information.

### Collecting your personal information

- When you provide Spectrum Dialogue with personal information, we inform you as to why we are collecting it.
- Spectrum Dialogue obtains your consent for the collection of your personal information. In some instances, where the purpose for collection is obvious, your consent is implied.
- Spectrum Dialogue asks for your permission to collect additional information that may be useful in serving you in the future.

### Using and disclosing your personal information

- Spectrum Dialogue only uses and discloses your personal information for the marketing purposes identified to you when your consent was obtained.
- Spectrum Dialogue does not provide your personal information for marketing purposes of other organizations without your consent.
- You can withdraw your consent for the use of your personal information at any time, subject to legal restrictions and upon reasonable notice to Spectrum Dialogue. We will let you know of the implications of withdrawing your consent. Information may be retained by Spectrum Dialogue for audit or archival purposes.

### Maintaining and safeguarding your personal information

- Spectrum Dialogue strives to ensure that our security measures protect against loss, theft and unauthorized access, disclosure, use or modification of your personal information.
- Spectrum Dialogue limits access to your personal information to those Spectrum Dialogue associates who may need it for use in accordance with Spectrum Dialogue's established privacy principles.
- Spectrum Dialogue associates sign an annual Code of Conduct, which requires them to keep your personal information confidential and comply with our security standards.
- Spectrum Dialogue keeps your information for as long as necessary and in order to service you better.

### You are entitled to access your personal information

- If you request access to your personal information, Spectrum Dialogue responds to your request within 15 days.
- Spectrum Dialogue may not be able to provide you with access to your personal information where the information cannot be separated from the records of others, cannot be disclosed for reasons of security or commercial confidentiality, or is protected by legal privilege.

Spectrum Dialogue provides you with the answers

We ensure that everyone at Spectrum Dialogue complies with our Protection of Personal Information Principles. Spectrum Dialogue investigates and responds to any questions, complaints or requests for information you may have.

How to contact the Spectrum Dialogue

If you have any questions, concerns or complaints about privacy at Spectrum Dialogue, or if you would like to withdraw your consent for the use of your personal information, or to obtain a copy of our Protection of Personal Information Principles, contact the Spectrum Dialogue at:

**Spectrum Dialogue**  
**35-145 Royal Crest Court**  
**Markham, ON L3R 9Z4**  
**Canada**

**Tel: 905.489.1970**  
**866.581.8949**  
**Fax: 905-489-1971**

[privacy@spectrumdialogue.com](mailto:privacy@spectrumdialogue.com)

# Website Privacy Information

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## **Use of your Personal Information collected through eNewsletter Subscriptions**

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## **Use of your Personal Information collected through Shopping Transactions on this Website**

The information provided by you to make a purchase on [www.SpectrumDialogue.com](http://www.SpectrumDialogue.com) is collected by Palmeri Publishing Inc. to process your online transaction, ship your item(s), administer our post-purchase survey and maintain the accuracy of your information. In order to protect you and Spectrum Dialogue from fraudulent transactions, Spectrum Dialogue may provide your transaction-related information to a reputable third party organization to perform an address verification. This address verification is intended to ensure that the "bill to" address that you provide matches your credit card address. If you wish to obtain more information on Spectrum Dialogue's Privacy Policy, please contact our office. You also have the right to request to review the personal information Spectrum Dialogue has about you on file by contacting us, in writing, at the address above.

## **Security**

This website strives to protect your personal information. For security of transactions, we use the Secure Sockets Layer (SSL) protocol, which encrypts any information you send to us electronically. The encryption process protects your information, such as your credit card number, billing and shipping information by scrambling it before it is sent to us from your computer. Once the website receives your transmission, we make commercially reasonable efforts to ensure its security on our system. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while this website strives to protect your personal information, we cannot warrant the security of any information you transmit to us, and you do so at your own risk.

## **Unlawful Activities**

This website reserves the right to co-operate with local, provincial, national and international authorities in investigations of improper or unlawful activities and this may require the disclosure of personal information. We may also report to other organizations about improper or unlawful user activities on this website and this reporting may include disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

## **Cookies**

Your web browser places cookie files on your computer's hard drive. This website uses cookies to remember information you gave us so that you don't have to re-enter the information each time you visit this website. Cookies also help us understand which areas of our site are popular by showing us how you and others use our site.

## **About Any Other Information you send to this website**

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