

## Privacy Policy

Without trust there can be no enduring business relationship. We have a strong commitment to earning your trust by providing a wide range of investment and insurance products, friendly efficient service and a strong privacy policy that protects the confidentiality of your personal information. Canada's *Personal Information Protection and Electronic Documents Act* sets out 10 principles that businesses must follow.

**Principle 1 – Accountability:** AssetPlus Capital Inc. is responsible for personal information under its control and shall designate an individual or individuals who are accountable for our compliance with the following principles.

**Principle 2 – Identifying Purposes:** The purposes for which personal information is collected shall be identified by your representative at or before the time the information is collected.

**Principle 3 – Consent:** The knowledge and consent of you, our client, is required for the collection, use, or disclosure of personal information, except where inappropriate.

**Principle 4 – Limiting Collection:** The collection of personal information shall be limited to that which is necessary for the purposes identified by us. Information shall be collected by fair and lawful means.

**Principle 5 – Limiting Use, Disclosure, and Retention:** Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of you or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.

**Principle 6 – Accuracy:** Personal information shall be as accurate, complete, and up to date as is necessary for the purposes for which it is to be used.

**Principle 7 – Safeguards:** Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.

**Principle 8 – Openness:** We shall make readily available to you specific information about our policies and practices relating to the management of personal information.

**Principle 9 – Individual Access:** Upon request, you shall be informed of the existence, use, and disclosure of your personal information and shall be given access to that information. You shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

**Principle 10 – Challenging Compliance:** You shall be able to address a challenge concerning compliance with the above principles to the designated individual or individuals accountable for the organization's compliance.

We welcome your privacy questions; we can be contacted at:

Telephone: (604) 273-0232

Fax: (604) 273-0221

E-mail: [info@assetpluscapital.ca](mailto:info@assetpluscapital.ca)

Contact: Chief Compliance Officer

Until advised otherwise, you have my consent to collect and maintain my personal information.