

# PRIVACY CODE

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## **Introduction**

At Audentium Financial Corp., respecting privacy is an important part of our commitment to our clients and employees. That is why we have developed Audentium Financial Corp. Privacy Code. Audentium Financial Corp. Privacy Code is a statement of principles and guidelines regarding the minimum requirements for the protection of personal information provided by Audentium Financial Corp. to its clients and employees. The objective of Audentium Financial Corp. Privacy Code is to promote responsible and transparent personal information management practices in a manner consistent with the provisions of the *Personal Information Protection and Electronic Documents Act* (Canada).

Audentium Financial Corp. will continue to review Audentium Financial Corp. Privacy Code to make sure that it is relevant and remains current with changing industry standards, technologies and laws.

## **Summary of Principles**

### **Principle 1 - Accountability**

Audentium Financial Corp. is responsible for personal information under its control and shall designate one or more persons who are accountable for Audentium Financial Corp.'s compliance with the following principles.

### **Principle 2 - Identifying Purposes for Collection of Personal Information**

Audentium Financial Corp. shall identify the purposes for which personal information is collected at or before the time the information is collected.

### **Principle 3 - Obtaining Consent for Collection, Use or Disclosure of Personal Information**

The knowledge and consent of a client or employee are required for the collection, use, or disclosure of personal information, except where inappropriate.

### **Principle 4 - Limiting Collection of Personal Information**

Audentium Financial Corp. shall limit the collection of personal information to that which is necessary for the purposes identified by Audentium Financial Corp.. Audentium Financial Corp. shall collect personal information by fair and lawful means.

### **Principle 5 - Limiting Use, Disclosure, and Retention of Personal Information**

Audentium Financial Corp. shall not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Audentium may be required to disclose clients' personal information to self-regulatory organizations such as the Mutual Fund Dealers Association of Canada, Investment Dealers Association of Canada etc.

### **Principle 6 - Accuracy of Personal Information**

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 - Security Safeguards**

Audentium Financial Corp. shall protect personal information by security safeguards appropriate to the sensitivity of the information.

### **Principle 8 - Openness Concerning Policies and Procedures**

Audentium Financial Corp. shall make readily available to clients and employees specific information about its policies and procedures relating to the management of personal information.

### **Principle 9 – client and Employee Access to Personal Information**

Audentium Financial Corp. shall inform a client or employee of the existence, use, and disclosure of his or her personal information upon request and shall give the individual access to that information. A client or employee shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

### **Principle 10 - Challenging Compliance**

A client or employee shall be able to address a challenge concerning compliance with the above principles to the designated person or persons accountable for Audentium Financial Corp.'s compliance with Audentium Financial Corp. Privacy Code.

### **Scope and Application**

The ten principles that form the basis of Audentium Financial Corp. Privacy Code are interrelated and Audentium Financial Corp. shall adhere to the ten principles as a whole. Each principle must be read in conjunction with the accompanying commentary. As permitted by the *Personal Information Protection and Electronic Documents Act* (Canada), the commentary in Audentium Financial Corp. Privacy Code has been drafted to reflect personal information issues specific to Audentium Financial Corp..

The scope and application of Audentium Financial Corp. Privacy Code are as follows:

- Audentium Financial Corp. Privacy Code applies to personal information collected, used, or disclosed by Audentium Financial Corp. in the course of commercial activities.
- Audentium Financial Corp. Privacy Code applies to the management of personal information in any form, whether oral, electronic or written.
- Audentium Financial Corp. Privacy Code does not impose any limits on the collection, use or disclosure of the following information by Audentium Financial Corp.:
  - (a) an employee's name, title or business address or telephone number;
  - (b) information that Audentium Financial Corp. collects, uses or discloses for journalistic, artistic or literary purposes and does not collect, use or disclose for any other purpose; or

- (c) other information about the individual that is publicly available and is specified by regulation pursuant to the *Personal Information Protection and Electronic Documents Act* (Canada).
- Audentium Financial Corp. Privacy Code will not typically apply to information regarding Audentium Financial Corp.'s corporate clients. However, such information may be protected by other Audentium Financial Corp. policies and practices and through contractual arrangements.
- The application of Audentium Financial Corp. Privacy Code is subject to the requirements and provisions of the *Personal Information Protection and Electronic Documents Act* (Canada), the regulations enacted thereunder, and any other applicable legislation or regulation.

## Definitions

**collection:** The act of gathering, acquiring, recording, or obtaining personal information from any source, including third parties, by any means.

**consent:** Voluntary agreement for the collection, use and disclosure of personal information for defined purposes. Consent can be either express or implied and can be provided directly by the individual or by an authorized representative. Express consent can be given orally, electronically or in writing, but is always unequivocal and does not require any inference on the part of Audentium Financial Corp.. Implied consent is consent that can reasonably be inferred from an individual's action or inaction.

**client:** An individual who purchases or otherwise acquires or uses any of Audentium Financial Corp.'s products or services or otherwise provides personal information to Audentium Financial Corp. in the course of Audentium Financial Corp.'s commercial activities.

**disclosure:** Making personal information available to a third party.

**employee:** An employee of, advisor, financial advisor, associated advisor, or independent contractor to Audentium Financial Corp..

**personal information:** Information about an identifiable individual, but does not include the name, title, business address or telephone number of an employee of an organization.

**Audentium Financial Corp.:** Roche Financial Corporation, Roche Capital Planners Inc., Roche Insurance Services Inc.

**third party:** An individual or organization outside of Audentium Financial Corp..

**use:** The treatment, handling, and management of personal information by and within Audentium Financial Corp. or by a third party with the knowledge and approval of Audentium Financial Corp..

## **Audentium Financial Corp. Privacy Code in Detail**

### **Principle 1 - Accountability**

*Audentium Financial Corp. is responsible for personal information under its control and shall designate one or more persons who are accountable for Audentium Financial Corp.'s compliance with the following principles.*

- 1.1 Responsibility for compliance with the provisions of Audentium Financial Corp. Privacy Code rests with Audentium Financial Corp. Privacy Officer who can be reached at 1-877-877-5601. Other individuals within Audentium Financial Corp. may be delegated to act on behalf of Audentium Financial Corp. Privacy Officer or to take responsibility for the day-to-day collection and/or processing of personal information.
- 1.2 Audentium Financial Corp. shall make known, upon request, the title of the person or persons designated to oversee Audentium Financial Corp.'s compliance with Audentium Financial Corp. Privacy Code.
- 1.3 Audentium Financial Corp. is responsible for personal information in its possession or control. Audentium Financial Corp. shall use contractual or other means to provide a comparable level of protection while information is being processed or used by a third party.
- 1.4 Audentium Financial Corp. shall implement policies and procedures to give effect to Audentium Financial Corp. Privacy Code, including:
  - (a) implementing procedures to protect personal information and to oversee Audentium Financial Corp.'s compliance with Audentium Financial Corp. Privacy Code;
  - (b) implementing procedures to receive and respond to complaints or inquiries;
  - (c) training and communicating to staff about Audentium Financial Corp.'s policies and procedures; and
  - (d) developing information materials to explain Audentium Financial Corp.'s policies and procedures.

## **Principle 2 - Identifying Purposes for Collection of Personal Information**

*Audentium Financial Corp. shall identify the purposes for which personal information is collected at or before the time the information is collected.*

- 2.1 Audentium Financial Corp. collects personal information only for the following purposes:
- a) to communicate with clients in a timely and efficient manner
  - b) to prepare clients income tax returns
  - c) to prepare the clients' business financial statements, and related tax returns
  - d) to prepare clients' financial plan
  - e) to evaluate clients' need for investment, insurance and other services available to the clients and from time to time communicate regarding these issues
  - f) to open savings, investments, and insurance accounts with our suppliers
  - g) to disclose information to our insurers to be used according to the guidelines established by them under PIPEDA
  - h) to disclose information to Self Regulatory Organizations (SRO) such as, but not limited to, Mutual Fund Dealers Association, Ontario securities Commission, Certified General Accountants Association of Ontario, Financial Planners Standards Council, etc. to be used by the SRO's according to their privacy guidelines established under the PIPEDA

Further reference to "identified purposes" mean the purposes identified in this Principle.

- 2.2 Audentium Financial Corp. shall specify orally, electronically or in writing the identified purposes to the client or employee at or before the time personal information is collected. Upon request, persons collecting personal information shall explain these identified purposes or refer the individual to a designated person within Audentium Financial Corp. who can explain the purposes.
- 2.3 When personal information that has been collected is to be used or disclosed for a purpose not previously identified, the new purpose shall be identified prior to use. Unless the new purpose is permitted or required by law, the consent of the client or employee will be acquired before the information will be used or disclosed for the new purpose.

## **Principle 3 - Obtaining Consent for Collection, Use or Disclosure of Personal Information**

*The knowledge and consent of a client or employee are required for the collection, use, or disclosure of personal information, except where inappropriate. In certain circumstances personal information can be collected, used, or disclosed without the knowledge and consent of the individual.*

- 3.1 In obtaining consent, Audentium Financial Corp. shall use reasonable efforts to ensure that a client or employee is advised of the identified purposes for which personal information will be used or disclosed. The identified purposes shall be stated in a manner that can be reasonably understood by the client or employee.
- 3.2 Generally, Audentium Financial Corp. shall seek consent to use and disclose personal information at the same time it collects the information. However, Audentium Financial Corp. may seek consent to use and/or disclose personal information after it has been collected, but before it is used and/or disclosed for a new purpose.
- 3.3 Audentium Financial Corp. may require clients to consent to the collection, use and/or disclosure of personal information as a condition of the supply of a product or service only if such collection, use and/or disclosure is required to fulfill the explicitly specified, and legitimate identified purposes.
- 3.4 In determining the appropriate form of consent, Audentium Financial Corp. shall take into account the sensitivity of the personal information and the reasonable expectations of its clients and employees.
- 3.5 The purchase or use of products and services by a client, or the acceptance of employment or benefits by an employee, may constitute implied consent for Audentium Financial Corp. to collect, use and disclose personal information for the identified purposes.
- 3.6 A client or employee may withdraw consent at any time, subject to legal or contractual restrictions and reasonable notice. clients and employees may contact Audentium Financial Corp. for more information regarding the implications of withdrawing consent.
- 3.7 Audentium Financial Corp. may collect or use personal information without knowledge or consent if it is clearly in the interests of the individual and consent cannot be obtained in a timely way, such as when the individual is seriously ill or mentally incapacitated.
- 3.8 Audentium Financial Corp. may collect, use or disclose personal information without knowledge or consent if seeking the consent of the individual might defeat the purpose of collecting, using or disclosing the information, such as in the investigation of a breach of an agreement or a contravention of a law.
- 3.9 Audentium Financial Corp. may collect, use or disclose personal information without knowledge or consent in the case of an emergency where the life, health or security of an individual is threatened.
- 3.10 Audentium Financial Corp. may use or disclose personal information without

knowledge or consent to a lawyer representing Audentium Financial Corp., to collect a debt, to comply with a subpoena, warrant or other court order, or as may be otherwise required or authorized by law.

#### **Principle 4 - Limiting Collection of Personal Information**

*Audentium Financial Corp. shall limit the collection of personal information to that which is necessary for the purposes identified by Audentium Financial Corp.. Audentium Financial Corp. shall collect personal information by fair and lawful means.*

- 4.1 Audentium Financial Corp. collects personal information primarily from its clients or employees.
- 4.2 Audentium Financial Corp. may also collect personal information from other sources including credit bureaus, employers or personal references, or other third parties who represent that they have the right to disclose the information.

#### **Principle 5 - Limiting Use, Disclosure, and Retention of Personal Information**

*Audentium Financial Corp. shall not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required or permitted by law. Audentium Financial Corp. shall retain personal information only as long as necessary for the fulfillment of those purposes.*

- 5.1 Audentium Financial Corp. may disclose a client's personal information to:
  - a) other professionals within Audentium Financial Corp.
  - b) other professionals associated and affiliated with Audentium Financial Corp.
  - c) suppliers of investment and insurance products to Audentium Financial Corp.
  - d) insurers of Audentium Financial Corp. for professional liability
  - e) self regulated organizations (SRO), i.e. Ontario Securities commission and Mutual Fund Dealers Association.
- 5.2 Audentium Financial Corp. may disclose personal information about its employees to suppliers of investment and insurance products to Audentium Financial Corp..
- 5.3 Only Audentium Financial Corp.'s employees with a business need-to-know, or whose duties reasonably so require, are granted access to personal information about clients and employees.
- 5.4 Audentium Financial Corp. shall keep personal information only as long as it remains necessary or relevant for the identified purposes or as required by law. Depending on the circumstances, where personal information has been used to

make a decision about a client or employee, Audentium Financial Corp. shall retain, for a period of time that is reasonably sufficient to allow for access by the client or employee, either the actual information or the rationale for making the decision.

- 5.5 Audentium Financial Corp. shall maintain reasonable and systematic controls, schedules and practices for information and records retention and destruction which apply to personal information that is no longer necessary or relevant for the identified purposes or required by law to be retained. Such information shall be destroyed, erased or made anonymous.

## **Principle 6 - Accuracy of Personal Information**

*Personal information shall be as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.*

- 6.1 Personal information used by Audentium Financial Corp. shall be sufficiently accurate, complete, and up-to-date to minimize the possibility that inappropriate information may be used to make a decision about a client or employee.
- 6.2 Audentium Financial Corp. shall update personal information about clients and employees as necessary to fulfill the identified purposes or upon notification by the individual.

## **Principle 7 - Security Safeguards**

*Audentium Financial Corp. shall protect personal information by security safeguards appropriate to the sensitivity of the information.*

- 7.1 Audentium Financial Corp. shall protect personal information against such risks as loss or theft, unauthorized access, disclosure, copying, use, modification or destruction, through appropriate security measures, regardless of the format in which it is held.
- 7.2 Audentium Financial Corp. shall protect personal information disclosed to third parties by contractual agreements stipulating the confidentiality of the information and the purposes for which it is to be used.
- 7.3 All of Audentium Financial Corp.'s employees with access to personal information shall be required to respect the confidentiality of that information.

## **Principle 8 - Openness Concerning Policies and Procedures**

*Audentium Financial Corp. shall make readily available to clients and employees specific information about its policies and procedures relating to the management of*

***personal information.***

- 8.1 Audentium Financial Corp. shall make information about its policies and procedures easy to understand, including:
- (a) the title and address of the person or persons accountable for Audentium Financial Corp.'s compliance with Audentium Financial Corp. Privacy Code and to whom inquiries and/or complaints can be forwarded;
  - (b) the means of gaining access to personal information held by Audentium Financial Corp.;
  - (c) a description of the type of personal information held by Audentium Financial Corp., including a general account of its use; and
  - (d) a description of what personal information is made available to related organizations (e.g., subsidiaries).
- 8.2 Audentium Financial Corp. shall make available information to help clients and employees exercise control of the collection, use and/or disclosure of their personal information and, where applicable, privacy-enhancing services available from Audentium Financial Corp..

**Principle 9 - client and Employee Access to Personal Information**

***Upon request, Audentium Financial Corp. shall inform a client or employee of the existence, use, and disclosure of his or her personal information and shall give the individual access to that information. A client or employee shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.***

- 9.1 Upon request, Audentium Financial Corp. shall afford clients and employees a reasonable opportunity to review the personal information in the individual's file. Personal information shall be provided in understandable form within a reasonable time, and at minimal or no cost to the individual.
- 9.2 In certain situations, Audentium Financial Corp. may not be able to provide access to all the personal information that it holds about a client or employee. For example, Audentium Financial Corp. may not provide access to information if doing so would likely reveal personal information about a third party or could reasonably be expected to threaten the life or security of another individual. Also, Audentium Financial Corp. may not provide access to information if disclosure would reveal confidential commercial information, if the information is protected by solicitor-client privilege, if the information was generated in the course of a formal dispute resolution process, or if the information was collected in relation to the investigation of a breach of an agreement or a contravention of the laws of Canada or a province.

- 9.3 Upon request, Audentium Financial Corp. shall provide an account of the use and disclosure of personal information and, where reasonably possible, shall state the source of the information. In providing an account of disclosure, Audentium Financial Corp. shall provide a list of third parties to which it may have disclosed personal information about the individual when it is not possible to provide an actual list.
- 9.4 In order to safeguard personal information, a client or employee may be required to provide sufficient identification information to permit Audentium Financial Corp. to account for the existence, use and disclosure of personal information and to authorize access to the individual's file. Any such information shall be used only for this purpose.
- 9.5 Audentium Financial Corp. shall promptly correct or complete any personal information found to be inaccurate or incomplete. Any unresolved differences as to accuracy or completeness shall be noted in the individual's file. Where appropriate, Audentium Financial Corp. shall transmit to third parties having access to the personal information in question any amended information or the existence of any unresolved differences.
- 9.6 clients and employees can obtain information or seek access to their individual files by contacting Audentium Financial Corp. Privacy Officer.

## **Principle 10 - Challenging Compliance**

*A client or employee shall be able to address a challenge concerning compliance with the above principles to the designated person or persons accountable for Audentium Financial Corp.'s compliance with Audentium Financial Corp. Privacy Code.*

- 10.1 Audentium Financial Corp. shall maintain procedures for addressing and responding to all inquiries or complaints from its clients and employees regarding Audentium Financial Corp.'s handling of personal information.
- 10.2 Audentium Financial Corp. shall inform its clients and employees about the existence of these procedures as well as the availability of complaint procedures.
- 10.3 The person or persons accountable for compliance with Audentium Financial Corp. Privacy Code may seek external advice where appropriate before providing a final response to individual complaints.
- 10.4 Audentium Financial Corp. shall investigate all complaints concerning compliance with Audentium Financial Corp. Privacy Code. If a complaint is found to be justified, Audentium Financial Corp. shall take appropriate measures to resolve the complaint including, if necessary, amending its policies and

procedures. A client or employee shall be informed of the outcome of the investigation regarding his or her complaint.

### **Additional Information**

For more information regarding Audentium Financial Corp. Privacy Code, please contact Audentium Financial Corp. Privacy Officer at 1-877-877-5601.

Please visit the Privacy Commissioner of Canada's web site at [www.privcom.gc.ca](http://www.privcom.gc.ca).