



A Division of The Don Smith Agency Inc.

Privacy Policy

100 Nipissing Road, Unit 6, Milton, Ontario, CANADA, L9T 5B2

PH: Toll Free 888-876-3114 or 905-876-3114 Fax: 905-876-0657

In accordance with Bill C-6, the Canadian government's legislation concerning privacy, and the Personal Information Protection and Electronic Documents Act (PIPEDA) effective January 1, 2004, DSA Furnishings has adopted this Privacy Policy.

Accountability

DSA Furnishings is responsible for all Personal Information collected by its representatives. Company Vice-President and General Manager Gerry Brooks, is the designated Privacy Officer who is accountable for DSA Furnishings' compliance with this Privacy Policy.

Identified Purposes

DSA Furnishings collects, uses, and discloses Personal Information for only the following purposes:

- ▶ Offering and providing products and services to you.
- ▶ Establishing and continuing communications with you.
- ▶ Contacting you to provide you with information regarding various products and services offered by us.
- ▶ Verifying your identity and the accuracy of your Personal Information with appropriate authorities prior to the granting or decline of credit.
- ▶ To facilitate ordering, invoicing, and payment of bills.
- ▶ To comply with the law, law enforcement agencies, or other legal investigations in the detection and prevention of fraud or other illegal activities.

Consent

Your knowledge and consent are required for the collection, use, or disclosure of Personal Information. We will interpret the following actions by you to indicate your consent to our current and future management of your Personal Information:

- ▶ Your voluntary provision of Personal Information directly to DSA Furnishings, or its representatives, for the purpose of receiving our products and services (including information previously provided to DSA Furnishings).
- ▶ Your express acknowledgement or consent contained within a written, verbal or electronic process.
- ▶ Your consent obtained by DSA Furnishings or its representatives for a specified purpose.
- ▶ Your receipt of this Privacy Policy, until you notify DSA Furnishings of your withdrawal of consent.
- ▶ Your consent given through an authorized representative.

You may withdraw your consent at any time, subject to reasonable notice, and subject to certain legal or contractual restrictions. If there are consequences to the withdrawal of your consent, DSA Furnishings will inform you of the details. In certain situations, withdrawing consent or refusing to provide specific Personal Information to DSA Furnishings could prevent us from providing you with the products and/or services you desire. If you wish to withdraw your consent to be notified of DSA Furnishings' marketing initiatives, please call us at 1-888-876-3114.

Limiting Collection

The collection of Personal Information by DSA Furnishings is limited to that which is necessary for the purposes identified above, or as required by law. DSA Furnishings' collection of Personal Information will only be done by fair and lawful means. If Personal Information is required for any other purpose, you will be notified of that new purpose, and subject to your consent, that new purpose will become an Identified Purpose.

Limiting Use, Disclosure and Retention

Personal Information shall not be used or disclosed by DSA Furnishings for purposes other than those for which it was collected, except with your consent, or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.

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. DSA Furnishings will make all reasonable efforts to maintain accurate and up-to-date Personal Information used on an ongoing basis.

Safeguards

DSA Furnishings will protect all Personal Information by security safeguards appropriate to the sensitivity of the information. These safeguards will vary depending on the sensitivity, format, location and storage of the Personal Information.

Openness

DSA Furnishings can provide a written copy of our Privacy Policy, and any future updates, upon request, or it can be printed from our website at www.dsafurnishings.ca. You may contact our designated Privacy Officer, Company Vice-President and General Manager Gerry Brooks, at 1-888-876-3114, to discuss our Privacy Policy and your Personal Information.

Individual Access

You may submit a request to DSA Furnishings regarding the existence, use and disclosure of your personal information and shall be given access to that information. When submitting a request, DSA Furnishings may confirm your identity by asking you to confirm certain Personal Information, or you may be directed to send us certain requests in writing. You are able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Challenging Compliance

DSA Furnishings is committed to full compliance with the Personal Information Protection and Electronic Documents Act. We will make every effort to provide you with a satisfactory response to your privacy issues with DSA Furnishings. If you are not satisfied by our response to a privacy related inquiry or complaint, you may contact the Office of the Privacy Commissioner of Canada during business hours at 1-800-282-1376, or at www.privcom.gc.ca.