

Privacy Policy

Pelmorex Media Inc. ("PMI"), operator of this website at theweathernetworkroundtable.com ("the Website"), is committed to respecting and safeguarding the privacy of our stakeholders and ensuring the protection of personal information of our customers, clients and other users of this Website.

Personal information is any information that can be used to identify you as an individual, including your name, age, personal telephone number, address, e-mail address, and any other personally identifiable information that you choose to provide to PMI. Personal information does not include so-called "business card information" such as your business telephone number and address in your capacity as an employee of an organization.

Our Privacy Policy includes the principles of the *Personal Information Protection and Electronic Documents Act*, which are outlined below.

The Ten Privacy Principles

Principle 1 - Accountability

PMI has established policies and procedures to comply with this Privacy Policy and has designated a Privacy Officer to be accountable for its compliance.

Principle 2 - Identifying Purposes

PMI will identify the purposes for collecting personal information prior to or at the time it is collected. Before your personal information will be used or disclosed for a new purpose, we will ask you for your consent, unless use or disclosure without your consent in the circumstances is otherwise required by law, regulation or court order. Consent may be express or implied.

Principle 3 - Consent

The knowledge and consent of the individual are required for the collection, use or disclosure of personal information, except where inappropriate. If you use the Website, register for certain products or services or request information about products or services offered by PMI or otherwise provide your personal information to PMI, you consent to the collection, use, disclosure and management of your personal information in accordance with this Privacy Policy. You may refuse to provide personal information to PMI and may, subject to legal or contractual restrictions and reasonable notice, withdraw consent at any time to our continued use and disclosure of your personal information previously collected. Please note that refusing or withdrawing your consent in respect of our handling of certain personal information may result in us being unable to provide you with certain products and services. You can withdraw your consent by writing to the Privacy Officer at the address at the end of this Privacy Policy.

Principle 4 - Limiting Collection

PMI will limit the collection of personal information to that which is necessary for the purposes identified by PMI.

Principle 5 - Limiting Use, Disclosure and Retention

Personal information collected by PMI will only be used or disclosed for purposes described in this Privacy Policy or for other purposes that we have informed you of at the time of collecting that information or in respect of which we have obtained your consent, where required.

We may use or disclose your personal information to enforce or apply the Terms of Use of the Website, to the extent that your personal information is required in order to determine whether the Terms of Use have been violated.

We use and disclose your personal information to fulfill your requests for certain products or services or information about them, to contact you in response to requests for information and to respond to voluntary comments.

We may disclose your personal information to related organizations who agree to comply with applicable privacy laws and to only use your personal information for the purpose of providing you with the products or services you have requested. We may also disclose personally identifiable information to third parties, but only:

- to service providers we use to support PMI's business, including the provision of products and services offered through the Website, in which case we will require them to comply with applicable privacy laws;
- to third parties in respect of products and services that an individual registers for or otherwise requests which are only available in connection with such third parties and their websites, including social media providers; and
- where permitted or required by law, court orders, or government regulations.

Please note that where the third parties with whom PMI may share your personal information as described above are located outside of Canada, your personal information will be subject to the laws of that jurisdiction, including laws related to the disclosure of personal information to the authorities in that jurisdiction.

We will not sell or rent your personal information to anyone.

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 - Safeguarding Customer Information

PMI protects personal information with safeguards appropriate to the sensitivity of the information.

Principle 8 - Openness

PMI makes specific information about its personal information management policies and practices readily available to individuals. For further information on PMI's personal information management policies and practices please contact the PMI Privacy Officer at the address at the end of the Privacy Policy.

Principle 9 - Customer Access

You can ask to view personal information about you held by PMI by writing to the Privacy Officer at the address at the end of the Privacy Policy. You can request that corrections be made where you can show that the personal information about you that we possess is incorrect or incomplete. Please note that under certain circumstances, you may not be permitted to view your records, such as where the disclosure of your records would cause security, legal or confidentiality concerns, and including where PMI is prohibited by law to disclose that to you.

Principle 10 - Handling Customer Complaints and Suggestions

PMI has procedures in place to receive and respond to complaints or inquiries about policies and practices relating to the handling of personal information. Please contact PMI's Privacy Officer at the address at the end of the Privacy Policy with any questions or concerns you have about this Privacy Policy or about PMI's handling of your personal information. We will investigate and respond to your concerns.

Where and Why We Collect Personal Information Online

When a user agrees to participate in The Weather Network Roundtable Research Panel, we may ask them to provide information about themselves, including their name and contact information, and their opinions about, and their use of, our products and services and certain third party products and services. This information will be used in aggregate by PMI to improve our products and services, develop new products and services, and better serve our advertisers. PMI may also allow third parties to include questions in the surveys that may be distributed to Panelists. Information provided to third parties will be in aggregate form, with no personally identifiable information provided. Users may withdraw from the Panel at any time.

As a Panel participant, you may also be eligible, but not required, to enter into our panel sweepstakes draws which may be held from time to time. If you enter the sweepstakes and are selected as a winner, we may need to collect additional personal information for the purposes of administering and promoting the sweepstakes, and announcing you as a winner, in accordance with the terms and conditions of the sweepstakes. You may withdraw from participating in all sweepstakes draws at any time.

Limitation of Liability

Complete confidentiality and security is not yet possible over the Internet. Internet use and communication is subject to interception, loss and alteration. On whichever site you provide personal information, it is possible for a third party to view that information. It is not surprising, for example, that public postings to some sites have resulted in unsolicited e-mail from spammers. You acknowledge and agree that PMI, its affiliates and related companies shall not be responsible for any damages you may suffer as a result of the transmission of confidential or sensitive information over the Internet, and that all such communications will be at your own risk.

Links to Other Websites

The Website may contain links to other websites. As well, certain products and services may only be available in connection with certain third parties and their websites, including social media providers. While we try to link only to websites that share our standards and respect for privacy, we are not responsible for the content or privacy practices of other websites. We strongly encourage all visitors to the Website to review the privacy statements and policies of all external websites.

Contact Us

We hope you find this Privacy Policy informative and clear as it pertains to the Website. Please use our [feedback form](#) to contact us regarding any questions or further information you may be interested in. You can also contact us by mail, at:

Chief Privacy Officer
Pelmorex Media Inc.
2655 Bristol Circle
Oakville, ON L6H 7W1

Individuals can also contact the Privacy Commissioner of Canada by mail, at:

Office of the Privacy Commissioner of Canada
112 Kent Street
Place de Ville
Tower B, 3rd Floor
Ottawa, ON K1A 1H3
http://www.priv.gc.ca/index_e.cfm

Updates

PMI reserves the right to update and amend this Privacy Policy as it is deemed necessary or appropriate to do so. Please check back often to be apprised of any changes. By continuing to use the Website, you accept any updates to this Privacy Policy. This version was updated on November 1, 2013.