

GESTION A.D.L. (S.E.N.C.) PRIVACY POLICY

INTRODUCTION

Gestion A.D.L. (s.e.n.c.), hereinafter called ADL, understands the importance of privacy and is committed to protecting the personal information of its clients, employees and consumers in general, as well as that of other individuals who visit its Website or contact the company in any way whatsoever. ADL has given itself stringent measures to safeguard and protect people's privacy and personal information.

For this purpose, ADL has adopted a Privacy Policy that respects or exceeds requirements in Canadian legislation, both federal and provincial, with respect to privacy and the ten (10) principles set out in the Model Code for the Protection of Personal Information (Canadian standard CAN/CSA-Q830-03) developed by the Canadian Standards Association (CSA) and approved by the Standards Council of Canada (SCC).

By implementing honest and proven methods for managing personal information, ADL is clearly showing its commitment to protecting this information.

With regard to the application of this Privacy Policy, "personal information" means "any information about an individual that makes it possible to identify this individual."

PRINCIPLE 1 – ACCOUNTABILITY

ADL takes to heart the protection of personal information under its control and in its possession or custody, including information entrusted to a third party for processing purposes or other purposes related to its activities.

ADL has designated an individual, called a Privacy Officer, who is accountable for implementing policies and practices aimed at giving effect to the ten (10) principles outlined in the Model Code for the Protection of Personal Information. Among other tasks, the Privacy Officer shall:

- a) Implement procedures to protect personal information;
- b) Establish procedures to receive and respond to complaints and inquiries;
- c) Train staff and communicate to them information about ADL's policies and practices;
- d) Develop information to explain ADL's policies and practices.

The Privacy Officer may be contacted by regular mail, telephone or e-mail. This individual's contact information is as follows:

Gestion A.D.L. (s.e.n.c.)
c/o Privacy Officer
1665, rue Nishk
Pointe-Bleue (Québec) G0W 2H0
Tel.: (418) 275-6161
Fax: (418) 275-6188
E-mail: adl@adltobacco.com

ADL may delegate other employees to act on behalf of the Privacy Officer.

ADL shall use reasonable and appropriate means, either contractual or other, to ensure a comparable level of protection while the information is being processed by a third party upon its request.

PRINCIPLE 2 – IDENTIFYING PURPOSES FOR COLLECTING INFORMATION

ADL shall inform the individual(s) from whom it collects information orally, by electronic means or in writing of the purposes for which this personal information will be used at or before the time the information is collected.

Unless otherwise stated, ADL shall only collect or use personal information for the following purposes:

- a) To establish and maintain business relationships with consumers and clients;
- b) To identify new clients;
- c) To ensure ongoing and proper service to consumers and clients;
- d) To assess the needs of consumers and clients;
- e) To develop, improve, market, maintain or supply products and services associated with ADL's sectors of activity;
- f) To develop, improve or maintain ADL's operational, commercial and promotional activities;
- g) To comply with legislation and regulations in effect, especially legislation and regulations concerning tobacco, and respond to questions, inquiries and complaints;
- h) To conduct surveys, analyses, research or other activities on tobacco use and consumers;
- i) To inform consumers about products and services offered or proposed by ADL;
- j) To contact consumers and send them documentation on ADL and its products and services.

Unless otherwise required or authorized by law, before using personal information for purposes other than those specified, ADL shall specify the new purpose and obtain prior consent from the individual concerned. At the request of any individual concerned, the Privacy Officer or the individual designated to this effect shall explain the end purpose of the information.

PRINCIPLE 3 – CONSENT

ADL shall seek the consent of the individual concerned before collecting this individual's personal information. Consent shall also be sought for the subsequent use or disclosure of this information at the time of collection. ADL may seek consent for the subsequent use or disclosure of information after the information has been collected but before use (for example, when it wants to use information for a purpose not previously identified).

ADL shall make every reasonable effort to ensure that the individual is notified of the purposes for which the information will be used. The purposes shall be stated in such a manner that the individual can reasonably understand how the information will be used or disclosed.

When ADL supplies a product or service, it shall not require consent for the collection, use or disclosure of information beyond that required to fulfill the explicitly specified and legitimate purposes.

In seeking consent and determining the form of consent to use, ADL shall take into account the sensitivity of the information and reasonable expectations of the individual concerned. The form of the consent sought by ADL may vary, depending upon the circumstances and type of collected information. Consent

may be expressed or implied, depending on the level of sensitivity of the information. Consent may be given by a duly authorized representative of the individual concerned.

Consent may be given in one of the following ways:

- a) By using a request for information form;
- b) By using a checkoff box to allow individuals to request that their names and addresses not be given to other organizations – Individuals who do not check the box are assumed to consent to the disclosure of this information to third parties;
- c) Orally when information is collected over the telephone; or
- d) At the time that individuals use a product or service.

An individual may withdraw consent at any time, subject to legal or contractual restrictions, by informing ADL to this effect and giving it reasonable notice. An individual may contact the Privacy Officer or the individual designated to this effect to obtain information regarding the implications of such withdrawal.

PRINCIPLE 4 – LIMITING COLLECTION

ADL shall not collect information indiscriminately. Both the amount and type of information shall be limited to those which is necessary to fulfill the purposes identified. ADL shall collect personal information by fair and lawful means.

The type of information collected from clients, employees and consumers, along with that collected from any individual who visits ADL's Website or contacts ADL generally involves the name, postal and electronic addresses, phone number, gender, age, language, social status, smoker or non-smoker status, along with any other information relevant to the purposes identified and activities of ADL.

PRINCIPLE 5 – LIMITING USE, DISCLOSURE AND RETENTION

ADL 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. ADL may disclose personal information, particularly in the following cases:

- a) To a telecommunications, advertising or other company;
- b) To an individual or a company to which ADL has given a mandate to collect and process data;
- c) To an individual or a company that ADL has sub-contracted or from which it holds such a contract;
- d) To an individual or a company that ADL has entrusted with a management contract.

ADL shall only retain personal information for the time required to fulfill the purpose for which the information was collected.

From time to time, ADL may develop guidelines and implement procedures with respect to the retention and destruction of the personal information it collects. This information shall only be retained for a reasonable period of time once the purposes for which the information was collected have been fulfilled or as required by law, depending on the case. ADL shall destroy, delete or make anonymous the personal information that is no longer required. Personal information that has been used to make a decision about an individual or a group of individuals shall be retained long enough to allow the individuals concerned to exercise their rights of access to the information once the decision has been made.

PRINCIPLE 6 – ACCURACY

ADL shall take reasonable care to ensure that the personal information in its custody or under its controls, including information it discloses to third parties, is sufficiently accurate, complete and up-to-date as is necessary for the purposes for which it is to be used. ADL shall take the individual's interests into account and minimize the possibility that inappropriate information may be used to make a decision about the individual.

The personal information kept by ADL shall not be routinely updated, unless such a process is necessary to fulfill the purposes for which the information was collected. However, individuals should be able to ask ADL to update personal information relevant to them, such as, for example, a change in their phone numbers or addresses.

PRINCIPLE 7 – SAFEGUARDS

ADL shall protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. To do this, ADL shall not only adopt security safeguards appropriate to the sensitivity, amount, distribution and format of the information collected, but also storage methods for this confidential information.

ADL shall make its employees aware of the importance of maintaining the confidentiality of personal information and care shall be used in the disposal or destruction of personal information to prevent unauthorized parties from gaining access to the information.

PRINCIPLE 8 – OPENNESS

ADL shall be open about its policies and practices with respect to the management of personal information. Individuals should be able to acquire information regarding ADL's policies and practices in a form that is generally understandable and without unreasonable effort by contacting the Privacy Officer or the individual designated for this purpose.

The information made available to individuals requesting it shall include, among others:

- a) The name, title and address of the individual who is responsible for ADL's policies and practices and to whom complaints and inquiries must be forwarded;
- b) The means of gaining access to personal information held by ADL;
- c) A description of the type of personal information held by ADL, including a general account of its intended use;
- d) A copy of any brochures or other information that explains ADL's policies, standards or codes, if any;
- e) The type of personal information disclosed to related organizations, if any.

PRINCIPLE 9 – INDIVIDUAL ACCESS

Upon request, individuals have the right to be informed that ADL holds such personal information on them and, to the extent possible, be informed of the source of this information, if any. Individuals also have the right to be given access to this information. Exceptions shall be made in the following cases, among others:

- a) The information is prohibitively costly to provide;

- b) The information contains references to other individuals;
- c) The information cannot be disclosed for legal, security or commercial proprietary reasons;
- d) The information is subject to solicitor-client or litigation privilege.

These exceptions, although limited and specific, are not restrictive. When it is not possible to disclose all information that it holds on an individual, ADL shall provide this individual, upon request, with the reasons for denying access to this information.

ADL may ask an individual inquiring about the existence of or access to personal information to provide ADL with sufficient information in order to enable ADL to provide an account of the existence, use, and disclosure of personal information. The information thus provided shall only be used for this sole purpose.

ADL may supply a list of third parties to whom it disclosed or may have disclosed personal information about an individual. In this case, the list should be as accurate as possible.

ADL shall respond to a request for information within a reasonable time, at minimal or no cost and in a form that is generally understandable.

ADL may automatically correct any inaccurate or incomplete information. When an individual successfully demonstrates that the personal information is inaccurate or incomplete, ADL shall make the necessary modifications and correct, delete or add information as required. Where appropriate, the amended information shall be transmitted to third parties having access to the information in question.

In the event a challenge is not resolved to the satisfaction of the individual concerned, ADL shall record the substance of the unresolved challenge. Where appropriate, the existence of the unresolved challenge should be transmitted to third parties having access to the information in question.

PRINCIPLE 10 – CHALLENGING COMPLIANCE

Any individual may lodge a complaint by contacting the Privacy Officer at:

Gestion A.D.L. (s.e.n.c.)
c/o Privacy Officer
1665, rue Nishk
Pointe-Bleue (Québec) G0W 2H0
Tel.: (418) 275-6161
Fax: (418) 275-6188
E-mail: adl@adltobacco.com

Only complaints written and signed by the individual making the complaint shall be considered. The complaint must be clearly stated and contain the complete and specific facts or circumstances giving rise to the complaint.

The Privacy Officer shall investigate or respond to any complaint within thirty (30) days of receipt. However, this period may be extended to another date by notifying the complainant to this effect in writing.

ADL or the Privacy Officer may delegate the responsibility of investigating or following up the complaint to any individual.

If a complaint is found to be justified, ADL shall take the necessary measures to act upon the recommendations of the Privacy Officer or the individual designated to conduct the investigation.

CONCLUSION

Activities with respect to the manufacture, distribution, supply, sale and promotion of tobacco products in Canada are subjected to stringent laws and regulations. ADL shall exercise these activities while respecting this legislation, whether federal or provincial. This Privacy Policy shall at no time be read, be interpreted or give the impression that activities take place in a way that does not comply with this legislation.

This Privacy Policy shall take effect on October 1, 2006 and remain in effect unless otherwise stated by ADL.

ADL reserves the right to modify this Privacy Policy at any time.