

PRIVACY POLICY

Privacy of personal information is important to Professional Targeted Marketing (PTM). We are committed to collecting, using and disclosing personal information responsibly and only to the extent necessary for the goods and services we provide. We also try to be open and transparent as to how we handle personal information.

WHO WE ARE

Our company provides a number of healthcare related services including, but not limited to; mailing, broadcast services, sampling, research, promotion and data collection.

WE COLLECT PERSONAL INFORMATION

Like all data and marketing companies, we collect, use and disclose personal information in order to service our clients. Our clients include pharmaceutical companies, government agencies, healthcare products manufacturers, and medical journal publishers. We maintain a database of healthcare professionals and related organizations.

Personal information provided to us may be used for marketing research, to improve customer service, or to communicate about product updates. All data collected will be specified as to the reason for collection. PTM will only collect data by fair and lawful means. All communications will include a link or fax number that can be used to unsubscribe to services at any time.

PTM 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.

FOR MEMBERS OF THE GENERAL PUBLIC

For those members of the general public who mail in Business Reply Cards (BRCs) containing personal information or contact our call centre to complete a survey or to obtain information, our primary purpose for collecting personal information is for our clients. The information may be used for market research or to provide the members of the general public with information on a specific topic. When the information is received, it is entered into a database. Once all relevant or appropriate electronic information is delivered to the client and we are assured that we will not be performing any future analyses, it is archived or destroyed.

FOR OUR CLIENTS

For our clients who contract us, the primary purpose of collecting personal information is for billing purposes. Credit card information is occasionally collected and then destroyed after use. The only time a credit card number is kept on file is when requested by the client.

PROTECTING PERSONAL INFORMATION

We understand the importance of protecting personal information. PTM shall protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. PTM shall protect personal information regardless of the format in which it was held. For that reason, we have taken the following steps:

- Paper information is either under direct supervision or secured in a locked or restricted area at all times.
- Electronic hardware is either under direct supervision or secured in a locked or restricted area at all times. In addition, passwords are used on all computers.

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- Paper information and computer disks and CDs are transmitted through sealed, addressed envelopes or boxes by reputable companies.
- Electronic information is transmitted and can be anonymized or encrypted as per client directions.
- Staff are trained to collect, use and disclose personal information only as necessary to fulfill their duties and in accordance with our privacy policy.
- External consultants and agencies with access to personal information must enter into privacy agreements with us.

RETENTION AND DESTRUCTION OF PERSONAL INFORMATION

We need to retain personal information for varying periods of time to ensure that we can answer any questions you may have about the services provided and for accountability to external regulatory bodies. However, we want to keep personal information only as long as necessary in order to protect your privacy, while in conformance with regulating statutes.

We destroy paper files, forms and BRCs containing personal information by shredding. We destroy electronic information by deleting it and, when the hardware is discarded, we ensure that the hard drive is physically destroyed. Alternatively, we may send the information to the client.

YOU CAN LOOK AT YOUR INFORMATION

You have the right to see your personal information that we hold. We will need to confirm your identity, before providing you with this access. If there is a problem, we may ask you to put your request in writing. If we cannot give you access, we will tell you within 30 days if at all possible and tell you the reason, as best we can, as to why we cannot give you access.

If you believe there is a mistake in the information, you have the right to ask for it to be corrected. This applies to factual information only. We may ask you to provide documentation that our files are wrong. Where we agree that we made a mistake, we will make the correction and notify anyone whom we sent this information.

DO YOU HAVE A CONCERN?

Our Information Officer can be reached at info_officer@ptm-health.com to address any questions, concerns, or to opt out of any services. We can also be reached by fax at 1-800 420-3616. If you wish to make a formal complaint about our privacy practices, you may make it in writing to our Information Officer. They will acknowledge receipt of your complaint; ensure that it is investigated promptly and that you are provided with a formal decision and reason in writing.

For more general inquiries, the Information and Privacy Commissioner of Canada oversees the administration of the privacy legislation in the private sector. The Information and Privacy Commissioner can be reached at:

112 Kent Street, Ottawa, Ontario, K1A 1H3

phone: (613) 995-8210

toll-free: 1-800-282-1376

fax: (613) 947-6850

TTY: (613) 992-9190

www.privcom.gc.ca

