

CANADIAN SYLVAN LEARNING FRANCHISEES

CANADIAN PRIVACY POLICY

Protecting the privacy of your Personal Information is of paramount importance to Sylvan Learning, Inc. and each Canadian Sylvan Learning franchisee. All use of the terms “us” and “we” in this Privacy Policy means PEI Learning, your Sylvan Learning franchisee, and each of the Sylvan Learning Centres operated by us. We are committed to collecting and using your Personal Information only in accordance with the provisions of this Policy.

Our Privacy Policy describes the type of information that is collected by us through our websites, contact centres, or Sylvan Learning Centres, and how we use and protect it. We will not collect any of your Personal Information except that which you provide to us voluntarily. Most of the Sylvan Learning Centres in Canada are owned and operated by franchisees that are independent of Sylvan Learning, Inc. and Sylvan Learning, Inc. is not liable for a Sylvan Learning Centre’s failure to comply with the terms of this Policy. Each Sylvan Learning franchisee-owned business, regardless of owner, is required to comply with Canada’s privacy laws.

This Privacy Policy has been adopted by Sylvan Learning, Inc. for use by its franchisees in Canada. We, like all Canadian Sylvan Learning franchisees, are expected to operate by this Privacy Policy. Our affiliated companies and our consultants who obtain possession of your Personal Information are also expected to comply with the terms of this Privacy Policy.

This Privacy Policy has been prepared in accordance with the principles underlying Canada’s privacy law, the *Personal Information and Protection and Electronics Documents Act*.

As used in this Privacy Policy, “Personal Information” means personally identifiable information such as your name and the name of the person(s) on behalf of whom you are inquiring or registering for our services, residence address, telephone number, e-mail address and credit card information.

1. Accountability

Each Sylvan Learning Centre operated by us has designated an individual who is accountable for compliance with our Privacy Policy. This individual is responsible for implementing policies and procedures relating to the Privacy Policy and the protection of your Personal Information and for educating all staff at the Centre in these policies and procedures.

All Personal Information provided by you to your Sylvan Learning Centre or through the Sylvan website (www.sylvan.net) will be protected in accordance with this Privacy Policy.

2. Collection and Use of Personal Information

Personal Information will be collected by us and your Sylvan Learning Centre for the following purposes:

- To advise you of the educational services offered by Sylvan Learning;
- To assess the needs of the proposed registrant for Sylvan educational services;
- To provide the Sylvan educational Services;
- To enable your Sylvan Learning Centre to contact you;
- To establish and maintain communication and to contact you concerning course times and to confirm appointments;
- To allow your Sylvan Learning Centre to efficiently follow-up for further services;
- To invoice for services rendered;
- To process credit card payments; and
- To collect unpaid accounts.

Your Sylvan Learning Centre will identify any additional purposes for which Personal Information is collected and will only collect that information which is necessary for the identified purposes. Once your consent is obtained to the collection of your Personal Information, no further consent will be obtained unless the use, purpose or disclosure to be made of that information changes. In addition to the foregoing, our franchisor, Sylvan Learning, Inc., and its consultants may use aggregated and non-identifiable Personal Information, as part of norming and educational studies, marketing research and to assess customer needs and preferences generally in order to upgrade the nature and quality of the Sylvan educational services.

As we note above, we may send you mailings or otherwise contact you to advise you of our services. You may advise us at your Sylvan Learning Centre at any time that you wish to discontinue such mailings or other contact and otherwise withdraw consent for the use of any of your Personal Information, upon reasonable notice. You may do this by contacting Alan Shipman, Centre Director at our Centre.

3. Disclosure of Personal Information

Neither we nor your Sylvan Learning Centre share your Personal Information with any non-affiliated third parties except as outlined in this Policy. We may share your Personal Information with our franchisor (Sylvan Learning, Inc.), with its parent company and with its affiliated companies. We will also release your Personal Information if we are

required or authorized to do so by law or in connection with the sale of some or all of our business. In such event, we may retain a copy of your Personal Information for our files.

At times, third parties may be retained to act as our agent to analyze data, including Personal Information, collected by us, at your Sylvan Learning Centre, or on the Sylvan website solely to help us provide the Sylvan educational services and to improve our services and our website. These third parties are not authorized by us to use your non-aggregated and identifiable Personal Information in any other way.

Because of the global nature of our business, Personal Information may be transferred internationally to other Sylvan locations and entities as well as those of our consultants for the purposes noted in this Policy, including within the United States. By providing Personal Information to us, you expressly consent to this transfer.

4. Accuracy of Personal Information

We endeavour to ensure that your Personal Information is accurate, complete and as up-to-date as necessary for the purposes that it is to be used.

With reasonable notice, you will be given access to your Personal Information maintained in our files to confirm its accuracy and to amend or up-date that information. Please contact Alan Shipman, Centre Director at our Centre.

5. Security of Information

We keep your Personal Information as secure as possible. Of course, no security system is impenetrable and we cannot guarantee the security of information that is provided to us. Our employees and employees of your Sylvan Learning Centre and our contact centres and our consultants have access to your Personal Information only on a need-to-know basis.

If you have any questions about our Privacy Policy or to correct or update the Personal Information that you have provided to us, please contact your Sylvan Learning Centre.