

MAYES LAW FIRM PRIVACY POLICY

Mayes Law Firm Professional Corporation (“Mayes Law Firm”) takes your privacy seriously. As a law firm, Mayes Law Firm is committed to protecting the Personal Information of our clients and of visitors to this website (the “Website”) in accordance with our legal and ethical duties. The purpose of this Privacy Policy is to help you understand how Mayes Law Firm collects, uses, discloses, retains and processes your Personal Information. By providing Personal Information to us, whether through the Website, by email, in person or by any other means, you signify your consent to the terms of this Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use this Website or submit any Personal Information to us.

Please read this document carefully.

What is Personal Information?

Personal Information is information about an identifiable individual, including any information about you or that can be used to identify you. For the purposes of this Privacy Policy, Personal Information means any information provided to or collected by Mayes Law Firm about an identifiable individual and applies regardless of how the information is collected, whether by email, facsimile, hard copy, verbally or any other means.

The Ten Privacy Principles

Whenever we collect, use or disclose your Personal Information, we will comply with the Ten Principles for the Protection of Personal Information, set out in Schedule 1 of Canada’s *Personal Information Protection and Electronic Documents Act*. The Ten Principles are:

1. Accountability:

We are responsible for Personal Information under our control and accountable for our compliance with these principles.

2. Identifying Purposes:

We will identify the purposes for which Personal Information is collected at or before the time the information is collected.

3. Consent:

We will obtain your consent before collecting, using or disclosing Personal Information, except where otherwise required or permitted by law.

4. Limiting Collection:

We will limit the collection of Personal Information to that which is necessary for the purposes identified. We will collect information by fair and lawful means.

5. Limiting Use, Disclosure and Retention:

We will not use or disclose Personal Information for purposes other than those for which it was collected, except with your consent or as required by law. We will retain Personal Information only as long as necessary for those purposes.

6. Accuracy:

We will take reasonable steps to keep your Personal Information as accurate, complete and up-to-date as is necessary for the purpose for which it is used. Please let us know if any of your information changes so that we can update our files.

7. Safeguards:

We will protect your Personal Information with appropriate security safeguards.

8. Openness:

We will make easily available to you information about our policies and practices relating to the management of Personal Information.

9. Individual Access:

Upon request, we will provide you with access to your Personal Information. You will be able to challenge the accuracy and completeness of your Personal Information and have it corrected as appropriate.

10. Challenging Compliance:

You will be able to challenge or complain about our compliance with these principles.

What Personal Information We Collect:

Mayes Law Firm collects Personal Information in the course of our normal operations and providing our services. For example, we may collect Personal Information when:

- You access our Website
- You contact us via email, fax, telephone or mail
- You subscribe to our newsletters and publications

- You apply for employment or an articling position
- We provide you with legal services
- You pay your account with us.

We may collect different types of Personal Information in the course of our normal operations, including:

- Contact information such as your name, address, title, business or personal email address, business or personal mailing address and business or personal telephone number
- Billing and financial information, such as your bank account or credit card information
- Background information or identification data such as your date of birth, copies of your driver's license or passport or copies of utility bills
- Personal Information that you provide to us or that is provided to us on your behalf when receiving legal services from us
- Information regarding your organization, including information regarding directors, officers, members or employees
- Website usage, browsing history and other technical information about your device such as your IP address, location or provider that is automatically sent to us by your web browser or collected through cookies and other similar technology when you visit our Website . (See below for more information)
- Your education or employment history, grades and other professional or employment related information that you may provide when applying for a position at Mayes Law Firm
- Information about your interactions with our content on third-party sites or platforms, such as Facebook and Instagram
- Communications such as letters, emails and digital communications that you send to us
- Photographs, videos or other images that you may provide
- Any other Personal Information that you may provide.

How we collect Personal Information

Mayes Law Firm collects information in different ways, including:

- Direct interactions – you may voluntarily provide us with Personal Information by filling out forms, signing documents, subscribing for our emails or publications or by communicating with us face to face, over the telephone, by mail, by email, by fax, by text, through social media or through

other means.

- Automated interactions – when you use our Website we may automatically collect technical data about your equipment and browsing history using cookies and similar technologies.
- From third party sources – when we collect information as part of our client acceptance procedures, or when we receive information about you from third parties such as regulatory bodies, government agencies, recruitment agencies, credit reporting agencies, information or service providers, publicly available records or other professionals or lawyers in connection with the delivery of services to you.

Information collected through the Internet and Cookies

A cookie is a small text file that is placed on your device when you visit a website and can last either for the duration of your visit (a “session cookie”) or for repeat visits (a “persistent cookie”). When you visit our Website we may automatically collect information about you using cookies and other similar mechanisms that work in the same way. We use the word “cookie” in this policy to refer to all files that collect information in this way.

Some of the cookies we use are necessary to enable you to use our Website. Other cookies may not be essential but may make it easier for you to use the Website (such as by remembering you when you return to the Website). Some cookies are used for advertising or tracking purposes.

When you visit our Website, we may automatically collect information about you using cookies, server log files and other similar mechanisms. By using the Website, you consent to the use of cookies in accordance with this Privacy Policy.

We use cookies for the following purposes:

- to identify you when you visit and navigate the Website (authentication)
- to determine if you are logged into the Website (status)
- to store information about your preferences and to personalize the Website for you (personalization)
- as a security measure, to prevent fraud and to protect the Website (security)
- to help us analyze the use and performance of our Website (analysis)
- to allow Google and our other advertising partners to track and analyze your behaviour on our Website and across the internet (tracking)
- to publish interest-based advertisements on our Website that are tailored to reflect your interests (advertising).

We collect the following types of information through the internet and cookies:

- your IP address

- your approximate geographic location
- the type of operating system you are using (eg Windows or Mac)
- the type of device you are using
- the type of browser you are using
- your domain name
- which pages you visit on our Website
- the date and time of those requests.

We collect this information to better understand how visitors use our Website, to improve the content of the Website and to improve your interaction with the Website by making it easier for you to get back to the pages you have looked at the next time you visit.

You have choices when it comes to cookies. If you do not want information collected through the use of cookies, you can disable it by changing the setting of your Internet browser. If you disable cookies, you may be unable to access some features on our Website.

The Website may also provide links to third party websites. Clicking on those links may allow third parties to collect or share information about you. We cannot control these third party websites and we are not responsible for the actions or policies of such third parties. You should check the privacy policies of third parties when visiting their websites or when providing any Personal Information to them.

How we use your Personal Information:

The Personal Information we collect is used by Mayes Law Firm to manage our operations and for various purposes associated with the services we provide. We collect, use, and disclose Personal Information only for purposes that a reasonable person would consider appropriate in the circumstances. The main purposes for which we generally use Personal Information are:

- To provide our legal and other services.
- To conduct and administer our business.
- To perform or carry out the terms of any contract between us.
- To organize, promote and provide conferences, webinars and other educational events.
- To record whether you have subscribed or unsubscribed from any of our mailing lists or publications.
- To process your requests when you subscribe for our emails or publications.
- To respond to your inquiries.

- To provide, administer and protect our Website including troubleshooting, data analysis, maintenance and network security.
- To deliver relevant Website content and to respond to requests for information or inquiries from visitors to the Website.
- For marketing and business development purposes, in order to raise awareness of our programs and services and to send out legal updates (with consent under Canada's Anti-Spam Law).
- To monitor the quality of our work and to better understand our clients' needs so that we can improve our services.
- To make appropriate recruitment and hiring decisions.
- To establish and maintain records of Personal Information as required to establish, manage or terminate our relationships with associates, students and employees.
- To disclose or share your Personal Information when required to comply with legal or regulatory requirements.
- To perform client due diligence, identification verification, screening and relevant background checks as may be required or advisable and to identify conflicts of interests.
- To prevent and detect fraud and other crimes such as terrorism financing or money laundering.
- To protect our rights, property or safety or that of our partners, associates, employees, clients or any other person.
- To bill you and to ensure that we are paid, to recover any payments due to us and, where necessary, to enforce such recovery through the engagement of debt collection agencies or taking other legal action (including the commencement and carrying out of legal and court proceedings).
- For other purposes that we tell you about and for which you give us your consent.
- To fulfill other purposes permitted or required by law.

Mayes Law Firm does not collect more Personal Information than we need to achieve these purposes.

If Mayes Law Firm has already collected your Personal Information, we will not use that Personal Information for a new purpose without advising you first in writing and obtaining your consent for the new use, unless we are permitted by law to do so.

Who we share your Personal Information with:

We may have to share Personal Information with the parties set out below for the following purposes:

- Service providers, such as those who provide us with IT and system administration services.
- Third parties when it is necessary to do so to provide legal services to you, such as when we engage a consultant or retain another law firm or agent to act or assist us on your behalf or in connection with a transaction with respect to which we are providing you with legal services or advice.
- Third parties such as credit reporting agencies or collection agencies to help us make credit decisions about you or where it is necessary to collect our fees.
- To anyone we reasonably believe is your agent.
- Professional advisors, such as accountants, auditors, bankers and insurers who provide us with accounting, banking and insurance services.
- Government, regulatory authorities, law enforcement, dispute resolution bodies, courts and similar entities to comply with any legal or regulatory obligation, to detect and prevent crimes or to assert or defend legal rights and interests.
- Any persons or entities where we have a legitimate business reason for doing so, such as to manage risk, to process payments to you or to someone on your behalf, to enable another organization to provide you with services or to perform or carry out the terms of any contract between us.
- To other third parties if we have told you about them and you have given us your consent.

We require all third parties to respect the security of your Personal Information and to treat it in accordance with all applicable legal requirements. We require all third party service providers to enter into contractual agreements with us that prevent them from using your Personal Information for their own purposes and require them to use your Personal Information only for specific purposes in accordance with our instructions.

Jurisdiction:

Mayes Law Firm is located in Canada and all of its data is stored on servers located in Canada. If you are in Canada, your Personal Information will not be transferred across national boundaries.

Children and Youth:

Mayes Law Firm does not collect Personal Information from children under the age of 13 unless we have the consent of their parents or guardians.

We collect the minimum amount of Personal Information of children and youth necessary to achieve our purposes.

If we discover that we have collected Personal Information from a child under the age of 13 without parental consent, we will delete that Personal Information.

Consent:

We only collect, use and disclose Personal Information with the consent of the individual. Your knowledge and consent are required for us to collect, use or disclose your Personal Information, except in certain limited circumstances such as to investigate a crime or to comply with a court order.

Your provision of Personal Information to Mayes Law Firm means that you agree and consent to our collection, use and disclosure of your Personal Information under this Privacy Policy

You do not have to consent. You have the right to withhold your consent. You should be aware that in many cases, our collection, use, or disclosure of Personal Information is a valid condition of service, which means that we need that Personal Information in order to provide a particular service. In such cases, if you do not wish to consent to the collection, use or disclosure of your Personal Information, we may not be able to do certain things, such as provide you with legal services.

You have the right at any time to withdraw or cancel your consent to the collection, use or disclosure of your Personal Information. Please be aware that withdrawals of consent only take effect from the date of cancellation. They cannot be retroactive. We will let you know if your withdrawal could have any consequences, such as Mayes Law Firm being unable to provide you with legal services.

Limiting Collection:

Mayes Law Firm will only collect personal information for the purposes identified in this Policy. If we want to collect information for a different purpose, we will tell you what that purpose is in writing and obtain your consent. We collect Personal Information by fair and lawful means.

We will not collect, use or disclose more Personal Information than is reasonably necessary to meet the identified purposes.

How we protect your Personal Information:

Mayes Law Firm is committed to protecting your Personal Information by security safeguards appropriate to the sensitivity of the information.

We take all reasonable precautions to protect Personal Information against loss, theft, snooping, hacking or unauthorized collection, disclosure, copying, use or modification.

Our methods of protection include:

- Physical measures - such as areas of restricted access and locked filing cabinets.
- Organizational measures - such as security policies and procedures, employee training on privacy issues, security clearances and limiting access on a "need-to-know" basis.

- Technological measures - such as passwords, encryption, audits as well as strong data security software and systems to protect the Personal Information in Mayes Law Firm's custody from hackers and malicious intruders.

Although we take reasonable measures to protect your Personal Information, we cannot guarantee the security of any Personal Information transmitted to us.

Mayes Law Firm makes all employees as well as third party providers aware of the importance of maintaining the privacy and security of Personal Information. We require all third parties to enter into contractual agreements with us that require them to respect the security of your Personal Information and to treat it in accordance with all applicable legal requirements.

How long we keep Personal Information:

We keep Personal Information only as long as necessary to achieve the purposes that we have identified to you or to address any issues that may arise at a later date. Our retention periods are based on industry standards, best practices and our business needs. When Personal Information is no longer required, we securely destroy it so that reconstruction is not reasonably possible.

Access, Openness and Accountability:

You have the right to request access to your Personal Information and to request a correction to it if you believe it is inaccurate. In the event that you believe that your Personal Information is not accurate or you wish access to your Personal Information, you may make a request using the contact information provided below.

If you have any questions about this Privacy Policy, including how to exercise your legal rights, your Personal Information, our compliance with this Privacy Policy or if you would like specific information about how we manage Personal Information, please contact:

Stanley G. Mayes
Privacy Officer
Mayes Law Firm
16 Victoria Avenue
Chatham, ON
N7L 2Z6
Tel: (519) 436-1040
email: SGMayes@MayesLawFirm.ca

We also make this Privacy Policy and other privacy policies and practices easily available by posting them on this Website.

Compliance with Canada's Anti-Spam Legislation

Mayes Law Firm complies with the requirements of Canada's Anti-Spam Legislation, as amended from time to time at all times, including when: sending emails or texts from a Mayes Law Firm account, email

address or domain name, obtaining consent from recipients to send emails or texts, managing and responding to requests to unsubscribe and documenting and retaining records of consent. Mayes Law Firm does not send commercial electronic messages (“CEMs”) to any person unless it has express or implied consent from the recipient, the CEM includes identification and contact information for the sender and the CEM has an unsubscribe mechanism.

Other Jurisdictions

Mayes Law Firm operates within, is subject to and complies with Canadian privacy law.

Mayes Law Firm is not established in the European Union (“EU”), does not offer good and services to individuals in the EU and does not knowingly monitor the behaviour of individuals in the EU. [Mayes Law Firm uses technological measures to ensure that our Website is not accessible to individuals located in the EU and] Mayes Law Firm does not knowingly collect or process Personal Information from individuals located in the EU. Individuals located in the EU should not [circumvent these technological measures to] access our Website or provide us with any Personal Information.

If we discover that we have inadvertently collected or processed Personal Information from an individual in the EU, we will delete that Personal Information.

Changes to Privacy Policy

We may make changes to this Privacy Policy from time to time, such as in response to developments and changes in privacy law. When we post changes to this Privacy Policy on our Website, we will change the “last updated” date at the top of this Privacy Policy. If possible, we will post notices of significant changes before they take place. We will not reduce your rights under this Privacy Policy without your consent.