

WALK-IN EXPRESS PRIVACY POLICY

Introduction

Walk-In Express (“we” or “us”) is committed to protecting your privacy and confidentiality in accordance with its obligations under the *Personal Information Protection and Electronic Documents Act* and the applicable provincial privacy legislation to the extent that they apply to Walk-In Express.

This Privacy Policy (the “**Policy**”) explains how we will collect, use and disclose your Personal Information. We urge you to read the Policy carefully in order to gain a clear understanding of how Walk-In Express may collect, use or disclose your Personal Information in the course of your use of our mobile application (the “**app**”). **By registering for and using the app, you agree to the terms of this Policy.** This Policy covers the following:

1. What is Personal Information?
2. How do we obtain your consent to collect, use and disclose your Personal Information?
3. What Personal Information do we collect?
4. Why do we collect your Personal Information?
5. How do we collect your Personal Information?
6. How do we collect Personal Information from Minors?
7. How do we use your Personal Information?
8. When may we disclose your Personal Information?
9. How can you access or correct any inaccuracies in your Personal Information?
10. How do we protect your Personal Information?
11. Resolving your privacy concerns
12. Changes to this Policy

In the delivery of the Service, Walk-In Express complies with the following principles set out in Schedule I to PIPEDA:

Principle 4.1 (Accountability) – An organization is responsible for personal information under its control and must designate an individual responsible for compliance with PIPEDA;

Principle 4.2 (Identifying Purposes) – An organization must specify why it is collecting personal information, and such purposes must be identified at or before the information is collected;

Principle 4.3 (Consent) – An organization must obtain an individual’s consent for the collection of personal information and subsequent use and disclosure;

Principle 4.4 (Limiting Collection) – An organization must limit the collection of information to that which is necessary for the identified purposes;

Principle 4.5 (Limiting Use, Disclosure, and Retention) – An organization must not use or disclose personal information for a purpose other than for which it was collected, except with the consent of the individual or where required or permitted by law;

Principle 4.6 (Accuracy) – An organization must ensure that personal information it maintains is accurate, complete, and up to date;

Principle 4.7 (Safeguards) – An organization must take appropriate safeguards to protect personal information;

Principle 4.8 (Openness) – An organization must be open about its policies and practices;

Principle 4.9 (Individual Access) – An organization must provide individuals with a right of access to their personal information, subject to certain restrictions as set out in PIPEDA; and

Principle 4.10 (Challenging Compliance) – An organization must advise individuals of its complaint procedures.

1. What is Personal Information?

"Personal Information" means any information, recorded in any form, about an identified individual or an individual whose identity may be inferred or determined from such information, other than business contact information (e.g. name, title, business address).

This Policy does not cover business contact information or aggregated data from which the identity of an individual cannot be determined. Walk-In Express retains the right to use business contact information and aggregated data in any way that it determines appropriate.

2. How do we obtain your consent to collect, use and disclose your Personal Information?

We will not collect any of your Personal Information without obtaining your consent prior to the collection of the information. **By using this app or by providing us with your Personal Information over the telephone, by email, in writing, by fax or in person, you provide your consent for Walk-In Express to collect, use, disclose and store your Personal Information in accordance with the terms of this Policy.**

Withdrawing your Consent

In most cases and subject to legal and contractual restrictions, you are free to refuse or withdraw your consent to the collection, use or disclosure by Walk-In Express of your Personal Information at any time upon reasonable, advance notice to Walk-In Express. However, the withdrawal of your consent is not retroactive. It should be noted that in certain circumstances,

our products or services can only be offered if you provide us with your Personal Information. Consequently, if you choose not provide us with the required Personal Information, we may not be able to offer you the use of this app, or other products or services. We will inform you of the consequences of the withdrawal of consent. Notwithstanding anything in this Policy, we may, from time to time, seek consent from you to use and disclose your Personal Information collected for a purpose other than the purposes set out herein.

If you provide us with the Personal Information of other individuals, you are responsible for obtaining the consent of the individuals from whom you collect any Personal Information at the time of collection in accordance with all applicable privacy laws.

3. What Personal Information do we collect?

User account: We collect the following types of information at the time you register as a Walk-In Express user: first name and last name, telephone number, physical address and email address.

Surveys: We may send you surveys via email containing questions about your level of satisfaction with the app and collect your answers to these questions in aggregate form only. Your participation in these surveys is voluntary.

Previous attendance of health care facility: We may ask you whether you have previously attended the health care facility at which you are reserving an appointment.

We may also collect non-personally identifiable information about your use of our app, or your responses to e-mails, newsletters, or promotional or other informational communications from Walk-In Express.

4. Why do we collect Personal Information?

User account: We use your first and last name, telephone number, physical address, and email address in order to enable the health care facility of your choice to book medical visit appointments for you and contact you with regard to these appointments. We may also use your postal code to provide the health care facilities with aggregate information about patient demographics. [NTD: I assume this is what you mean by “analytics” regarding the postal code. Please confirm.]

Surveys: The completion of our surveys is entirely voluntary. We aggregate the answers you may provide to these surveys for the purpose of determining the level of customer satisfaction with the app. We do not disclose personally identifiable survey responses to third parties and only provide the health care facilities with aggregate data on patient satisfaction, as derived from the surveys. We may also use this aggregate data for the purposes of marketing Walk-In Express’ products or services.

Previous attendance of health care facility: We use non-personally identifiable responses to the question of whether you have previously attended health care facilities in aggregate form for the purposes of supplying health care facilities with aggregate data about patient acquisition, as well as for Walk-In Express’ marketing purposes.

5. How do we collect your Personal Information?

Walk-In Express only collects Personal Information for purposes that would be considered reasonable in the circumstances and only such information as is required for the purposes of providing this app, or other Walk-In Express products or services. We use only fair and lawful methods to collect Personal Information.

Unless permitted by law, no Personal Information is collected, without first obtaining the consent of the individual concerned to the collection, use and disclosure of that information. However, we may seek consent to use and disclose Personal Information after it has been collected in those cases where we wish to use the information for a new or different purpose where the individual concerned has not already consented to such a use of their personal information.

In most cases and subject to legal and contractual restrictions, you are free to refuse or withdraw your consent at any time upon reasonable, advance notice. It should be noted that in certain circumstances, our products or services can only be offered if you provide your Personal Information to Walk-In Express. Consequently, if you choose not provide us with the required Personal Information, we may not be able to offer you these products or services. We will inform you of the consequences of the withdrawal of consent.

6. How do we collect Personal Information from minors?

[if applicable] Minors may use our services, as long as appropriate consents have been obtained to collect, use and disclose their Personal Information in accordance with this Policy. Walk-In Express requires parental or guardian consent in order to allow a minor under the legal age of majority to use the app. [If children are allowed to use the app, you should have a simple easy to use parental/guardian consent mechanism as part of the app and it should be clearly described here.]

7. How do we use your Personal Information?

We use the information we collect to enable to you to use our app and to respond to your questions. We also use it to provide a better user experience and to continue improving the quality of our app. We may use Personal Information and other information to communicate with you about our products and services, including updates, newsletters or surveys, or to deliver content that may be of interest to you. We only use aggregate information for analytics or marketing purposes.

We also use the information we collect to ensure that our products and services remain functioning and secure, or to investigate, prevent or act on any illegal activities or violations of the Terms of Service. Our use of Personal Information is limited to the purposes described in this Policy and Walk-In Express does not otherwise sell, trade, barter, exchange or disclose for consideration any Personal Information it has obtained.

8. When may we disclose your Personal Information?

Walk-In Express may disclose your Personal Information to:

- (a) individuals or organizations who are our advisers or service providers; and
- (b) individuals or organizations who are, or may be, involved in maintaining, reviewing and developing our systems, procedures and infrastructure including testing or upgrading our computer systems.

(i) Third Party Service Providers or Contractors

Walk-In Express contracts with third party service providers to provide support services required for the provision of our products and services.

Where Walk-In Express transfers Personal Information to service providers or contractors that perform services on its behalf, we will require those third parties to use such information solely for the purposes of providing services to Walk-In Express or our users, and to have appropriate safeguards for the protection of that Personal Information. Sharing of information with third party service providers and contractors will occur only after those entities have entered into a confidentiality agreement that:

- (a) prohibits them from using, allowing access to, or disclosing your Personal Information to any other party (unless required to do so by law); and
- (b) requires them to have appropriate protections in place to ensure the ongoing confidentiality of your Personal Information.

(ii) Cross Border Transfer of Information

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Walk-In Express may transfer personal information to a service provider which is located outside of Canada where privacy laws may offer different levels of protection from those in Canada. Your personal information may also be subject to access by and disclosure to law enforcement agencies under the applicable foreign legislation.

(iii) Where Disclosure can be made Without Consent

Please note that there are circumstances where the use and/or disclosure of Personal Information may be justified or permitted or where Walk-In Express is obliged to disclose information *without* consent. Such circumstances may include:

- (a) where required by law or by order or requirement of a court, administrative agency or governmental tribunal;

- (b) where Walk-In Express believes, upon reasonable grounds, that it is necessary to protect the rights, privacy, safety or property of an identifiable person or group;
- (c) where it is necessary to permit Walk-In Express to pursue available remedies or limit any damages that we may sustain;
- (d) where the information is public as permitted by law;
- (e) where it is reasonable for the purposes of investigating a breach of an agreement, or actual or suspected illegal activity; or
- (f) where it is necessary for the purpose of a prospective business transaction if the information is necessary to determine whether to proceed with the transaction or to complete the transaction, or a completed business transaction where the information is necessary to carry on the activity that was the object of the transaction. A “**business transaction**” includes:
 - i. the purchase, sale or other acquisition or disposition of an organization or a part of an organization, or any of its assets;
 - ii. the merger or amalgamation of two or more organizations;
 - iii. the making of a loan or provision of other financing to an organization or a part of an organization;
 - iv. the creating of a charge on, or the taking of a security interest in or a security on, any assets or securities of an organization;
 - v. the lease or licensing of any of an organization’s assets; and
 - vi. any other prescribed arrangement between two or more organizations to conduct a business activity.

Where obliged or permitted to disclose information without consent, Walk-In Express will not disclose more information than is required.

9. How can you access or correct any inaccuracies in your Personal Information?

Walk-In Express endeavors to ensure that any Personal Information provided and in its possession is as accurate, current and complete as necessary for the purposes for which we use that information. If we become aware that Personal Information is inaccurate, incomplete or out of date, we will revise the Personal Information and, if necessary, use its best efforts to inform third party service providers or contractors which were provided with inaccurate information so that those third parties may also correct their records.

Walk-In Express permits the reasonable right of access and review of Personal Information held by us about an individual and will endeavour to provide the information in question within a reasonable time, generally no later than 30 days following the request. To guard against fraudulent requests for access, we may require sufficient information to allow us to confirm that

the person making the request is authorized to do so before granting access or making corrections.

We will provide information from our records in a form that is easy to understand. Walk-In Express reserves the right not to change any Personal Information but will append any alternative text the individual concerned believes to be appropriate.

Walk-In Express will not charge you for verifying or correcting your information, however, to the extent permitted by applicable law, there may be a minimal charge imposed if you need a copy of records.

We keep your Personal Information only as long as it is required for the reasons it was collected. The length of time we retain information varies, depending on the purpose for which it was collected and the nature of the information. This period may extend beyond the end of your relationship with us but it will be only for so long as it is necessary for us to have sufficient information to respond to any issues that may arise at a later date.

When your Personal Information is no longer required for Walk-In Express' purposes, we have procedures to destroy, delete, erase or convert it into an anonymous form.

10. How do we protect your Personal Information?

Walk-In Express endeavours to maintain appropriate physical, procedural and technical security with respect to its offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure, or modification of Personal Information. This also applies to our disposal or destruction of Personal Information. Walk-In Express further protects Personal Information by restricting access to it to those employees that require access to the information in order that we may provide our Service.

If any officer, employee or volunteer of Walk-In Express misuses Personal Information, this will be considered as a serious offence for which disciplinary action may be taken, up to and including termination of employment/volunteer contract. If any third party individual or organization misuses Personal Information obtained solely for the purpose of providing services to Walk-In Express, this will be considered a serious issue for which action may be taken, up to and including termination of any agreement between Walk-In Express and that individual or organization.

A “**breach of security safeguards**” is defined as the loss of, unauthorized access to or unauthorized disclosure of personal information resulting from a breach of an organization's security safeguards or from a failure to establish those safeguards. In case of a breach of security safeguards involving Personal Information under our control, we will notify you and the Privacy Commissioner of Canada if it is reasonable in the circumstances to believe that the breach creates a real risk of significant harm to you, including physical, financial or reputational harm. We will also notify any other organization or government institution that can reduce the risk or mitigate the harm from the breach.

11. Resolving your privacy concerns

In the event of questions about: (i) access to your Personal Information; (ii) our collection, use, management or disclosure of Personal Information; or (iii) this Policy; please contact Walk-In Express' Privacy Officer by sending an e-mail to Colin Matthews @ [\[create a special email address for this such as privacyofficer@walkinexpress.com\]](mailto:privacyofficer@walkinexpress.com).

Walk-In Express will investigate all complaints and if a complaint is justified, we will take all reasonable steps to resolve the issue.

12. Changes to this Privacy Policy

Walk-In Express will update this Policy from time to time if our practices change or if the law requires changes to it. We will post any Policy changes on this page, and, if the changes are significant, we will provide a more prominent notice and a summary of the relevant changes at the top of the page. You should review this policy regularly for changes, and can easily see if changes have been made by checking the Effective Date below.

If you do not agree to the terms of this Policy or any other Walk-In Express policy, agreement, or disclaimer, you should exit the site and cease use of all Walk-In Express products and services immediately. Your continued use of our products and services following the posting of any changes to this Policy means you agree to be bound by the terms of this Policy.

Effective Date: This Privacy Policy was last updated on **February 1, 2017**.