



Associated Toronto Taxicab Co-operative Limited  
130 Rivalda Road, Toronto, Ontario, M9M 2M8  
T: 416 504 2667 F: 416 504 0663

## PRIVACY POLICY

Associated Toronto Taxi-Cab Co-operative Limited (A.T.T.C.L.) (Co-op Cabs / Crown Taxi)

The following policy describes how A.T.T.C.L. (“**Co-op Cabs / Crown Taxi**”) collects, stores, uses and distributes information that is submitted to us by individuals.

### USE OF INFORMATION

The *Personal Information Protection and Electronic Documents Act (PIPEDA)* sets out the rules for how private-sector organizations collect, use or disclose personal information in the course of commercial activities across Canada.

#### What is personal information?

‘Personal information’ means information about an identifiable individual. Examples of personal information that we may collect, use and disclose include your contact information (name, address, phone number or email address), and other information that you may provide to us. Personal information does not include publicly available information or your business contact information.

Our goal is to collect, use and disclose only that information reasonably required to enable us to provide the particular service that you have requested, to improve our mobile application or website services, to maintain our customer lists, to respond to your inquiries or feedback or to conduct the particular activity for which you have submitted information.

From time to time we may employ third parties to help us improve our operations, marketing materials or our mobile application or website services. These third parties may have limited access to databases of our information solely for the purpose of helping us to achieve these objectives and they are prohibited to use the information for any other purpose.

### HOW TO CONTROL THE INFORMATION YOU PROVIDE TO US

If you wish to remove your information from our database, please email [sales2@co-opcabs.com](mailto:sales2@co-opcabs.com), and inform us of your request. However, you can always use postal mail to make your request to:

Associated Toronto Taxi-Cab Co-operative Limited (Co-op Cabs)  
Attn: Manager of Business Development  
130 Rivalda Road  
Toronto, Ontario  
Canada M9M 2M8

Note: Please allow 4 to 6 weeks for us to update your information.



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## **IMPORTANT EXCEPTIONS**

We may disclose information to a third party without your consent if we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other site users or anyone else that could be harmed by such activities or if we believe in good faith that such disclosure is required by and in accordance with the law or judicial process. We will retain information to the extent we believe is required by law.

## **SECURITY**

We are concerned about safeguarding the confidentiality of your information. We protect your information using technical and administrative security measures to reduce the risks of loss, misuse, unauthorized access, disclosure and alteration. Some of the safeguards we use are firewalls and data encryption, physical access controls to our data centers, and information access authorization controls.

## **CHANGES TO OUR POLICY**

If we find it necessary or desirable to change our privacy policy in the future, we will post changes as soon as they go into effect so that you are always aware of what information we collect, how it will be used, and under what circumstances we will disclose it. Any change to this policy will become effective on the date the change is posted. You can determine this date by looking at the date at the bottom of this web page. We recommend that you print a copy of this policy for your reference and revisit this policy from time to time to ensure you are aware of any changes. Should you not agree with any changes, your sole remedy is to remove your information from our database. Please contact us at the address noted above to do so.

## **CONTACT US**

If you have any questions or comments about your privacy and Associated Toronto Taxi-Cab Co-operative Limited (A.T.T.C.L.), please let us know by contacting us at:  
[sales2@co-opcabs.com](mailto:sales2@co-opcabs.com)

October 9, 2014