



PRIVACY POLICY STATEMENT:

W.R. Monette Enterprises Ltd. T/A Rental Village is committed to recognizing and protecting the accuracy, security and privacy of the personal information collected from our customers and employees. We, too, are consumers and understand the value of personal information.

We are governed by the Personal Information Protection and Electronic Documents Act (PIPEDA or “The Act”). We believe that our Privacy Policy will provide you with peace of mind and confidence when you supply us with your personal information or visit us on the web at www.rentalvillage.ca 24 hours a day, 7 days a week.

Our Privacy Policy explains:

- I. what personal information W.R. Monette Enterprises Ltd., T/A Rental Village collects
- II. why we collect it
- III. how we collect it
- IV. why and to whom we disclose it
- V. our retention policy
- VI. safeguards we take to protect the information
- VII. how you can access your personal information that we maintain
- VIII. how you can challenge our compliance with the Act
- IX. your consent to the foregoing and your rights in connection with our collection, use and disclosure of your personal information.

Please note our website may contain links to third party websites for your viewing benefit. Although we only link to honorable, value-enhanced sites, we cannot be responsible for such sites, what information they provide and what privacy policies they maintain.

You can obtain a copy of our Privacy Policy in electronic form on our website at www.rentalvillage.ca, in paper form from any of our stores, or by requesting a copy at W.R. Monette Enterprises Ltd., 348 Coleman Street, Carleton Place, Ontario, K7C 4W1

PRIVACY POLICY

I. Consent

By submitting personal information to W.R. Monette Enterprises Ltd., T/A Rental Village, you are agreeing that we may collect, use and disclose your personal information for the purposes identified in this Privacy Statement. For such other purposes the consent may be expressed (for example, orally or in writing) or implied (for example, failing to check a box on any form indicating you do not wish to have your personal information used or disclosed for a particular purpose). Subject to legal and contractual requirements, you may refuse or withdraw your consent to any or all of these purposes at any time with reasonable notice by contacting the Privacy Officer, W.R. Monette Enterprises Ltd., 348 Coleman Street, Carleton Place, Ontario K7C 4W1. Your refusal or withdrawing of consent may mean that we will not be able to supply you with the product or service that was the subject of the consent. However, we will not unreasonably withhold products or services from you where you refuse to give, or withdraw, your consent. Also, we will inform you of the consequences of refusing to give, or withdrawing, your consent when you seek to do so.

II. What personal information do we collect?

Only information that is necessary for the purposes that we have identified in this Privacy Statement, or otherwise informed you of, will be collected. For example, we collect personal information such as your name, address, e-mail address, language and other information needed to provide specific services to you. We also collect purchase, rental and credit information and information on your businesses and equipment needs. We believe that it is important to know our customers so that we can better serve you. Throughout the course of administering the relationship with our employees we obtain personal information about our employees and, in some circumstances, their family members (as provided to us by our employees).

We also collect information about which pages are viewed within our website and applications. We use this information for system administration, web server load balancing and for our internal security audit log. We do not link your IP address to any personal information provided to us by you through our website, but it may be used to help identify you for the duration of a session and to gather broad, aggregate demographic information about visitors to our website.

III. Why do we collect personal information?

We collect personal information for the reasons listed below, always by fair and lawful means, to enable us to operate our business on a reasonable basis. These reasons include:

- to enable us to sell or rent our products or provide our services to you
- to keep you apprised of special offers, changes, enhancements, warranty information or other notices that may be of interest to you
- to gain a better understanding of your needs so that we may better serve you
- to help us enhance our web services
- to deliver services that you request or purchase
- to maintain the quality of our website and to provide general statistics regarding use of our web services.
- to provide you with personalized content
- to send you mail-outs or e-mails informing you of relevant products and services.
- to assist us with establishing, managing and terminating the employment relationship, including reviewing applications, processing payroll, providing benefits and conducting performance reviews, and as otherwise notified to employees.

There may be other specific uses for which we need your personal information. If so we endeavor to disclose the uses to you and obtain your consent at the time we collect your personal information.

IV. How do we collect personal information?

There are a number of methods (in addition to those described above) by which we collect personal information, including:

- credit applications, credit checks, purchase agreements, rental agreements, service agreements and other such business agreements
- registrations on our website
- business cards
- conversations with you (we keep notes and special instructions on file to allow us to serve you better)
- in the ordinary course of business through the employment relationship.

In addition, in some of our web applications we use "cookies" – pieces of information that may be placed on your computer by the website for the purpose of facilitating or enhancing your communication and interaction with that site. In such cases a cookie is placed on your computer (if accepted) or is read if the corresponding website has been previously visited. Cookies help us deliver personalized content and are an integral part of some of our web applications. We may also use cookies to obtain statistics on the use of our Websites and applications. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences. However, the rejection of certain cookies may interfere with the functionality of the website. We do not use cookies to retrieve information from your computer for purposes that are unrelated to the service being offered over the applicable website or your interaction with that website.

V. Why and to whom do we disclose personal information?

We may disclose your personal information as follows:

- to our third party service providers which allow us to operate our business efficiently. For example, overdue account collecting firms, product delivery firms.
- to our third party IT specialists who have access to our secure server for support purposes only.
- if required to do so by law or in the good-faith believe that such action is necessary to: conform to legal requirements or comply with legal process served on W.R. Monette Enterprises Ltd., T/A Rental Village; protect and defend the rights or property of W.R. Monette Enterprises Ltd., T/A Rental Village; conduct investigations; act in urgent circumstances to protect the personal safety of W.R. Monette Enterprises Ltd., T/A Rental Village employees, users of W.R. Monette Enterprises Ltd., T/A Rental Village products or services, or members of the public
- to third parties in connection to the sale, assignment or other disposal of all or part of our business or assets, for the purpose of allowing the third party to carry on business.
- to other third party service providers to assist us with establishing, managing and terminating an employment relationship
- in other limited circumstances as permitted by the Act.

Any third party we transfer your personal information to will be required to treat your personal information in accordance with this Privacy Policy and the Act. Other than as described above, we do not share your personal information with any third party.

VI. Our retention policy.

W.R. Monette Enterprises Ltd., T/A Rental Village retains personal information as long as necessary for the fulfillment of the purposes identified in this Privacy Policy.

VII. Safeguards we take to protect personal information.

W.R. Monette Enterprises Ltd., T/A Rental Village is committed to protecting your personal information against loss, theft and unauthorized access. Personal information that you have provided is held in electronic form on our computer server. Information is protected by multiple passwords, accessible only by our personnel. Paper files are held in accordance with governing law, and paper files not required by law are shredded and recycled. Please remember that e-mails to us are not a secure means of communication unless you have encrypted your message.

VIII. How you can access your personal information.

In accordance with the Act, upon written request, satisfactory identification and proof of entitlement, you can access your personal information by contacting our Privacy Officer at our head office in Carleton Place. Upon reviewing such information you can change or update it by providing the correct information to us or take such other action as permitted by the Act.

IX. How you can challenge our compliance with the Act.

You may challenge our compliance with the Act and /or this Privacy Policy by contacting our head office

X. Contact Information

You may contact us if you have any questions about this Privacy Policy by mail to:
Rental Village, 348 Coleman Street, Carleton Place, Ontario, K7C 4W1.

This Privacy Policy will be modified and supplemented from time to time.
Last updated on February 22, 2007.