

Privacy Policy

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OTHER

This agreement shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein, without giving effect to any principles of conflicts of law. If any provision of this agreement shall be unlawful, void or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

PRIVACY POLICY

The web site you have entered is operated by or on behalf of Canada Bread Company Limited. Canada Bread Company Limited is committed to protecting your personal privacy. This privacy Policy outlines the type of information that is collected by Canada Bread Company Limited on this web site, and how we use and protect it. This policy also tells you what to do if you do not want your Personal Information collected when you visit our web site, and how you can change or delete information you have already provided to us.

Your consent to this Privacy Policy

By using our web site, you signify that you agree with the terms of our current Privacy Policy as posted in this area of the site. If you do not agree with any term in this policy, please do not use the site.

Collection of Personal Information

As used in this Privacy Policy, "Personal information" means personally identifiable information such as your name, street and address, telephone number, screen name and email address. Throughout our site, you may be asked for personal information so that you can register for a sweepstakes or contests, request information or mailings, fill out a survey or for a variety of other reasons. Please be assured that Canada Bread Company Limited will not collect any Personal Information from this site unless and until you provide this information to us voluntarily. If you do not want us to have access to your Personal Information, please do not provide it while using our site.

When you provide us with Personal Information, you are authorizing us to use that information in accordance with the terms of this Privacy Policy, including your right to limit our use of the Personal Information.

Other information we may collect

Canada Bread Company Limited may collect other information about you during your visit to our site, but this information will not be linked to your Personal Information (that is, it is collected only in the aggregate in connection with all the users of our site, and will not be linked to you personally). Such information may include:

Information about your computer, such as your IP address (number assigned to your computer whenever you surf the internet), the type of internet browser you are using, the type of computer operating system you are using, and the domain name of the web site from which you linked to our site.

Information about the areas you visit on our web site

"Cookies"

"Cookies" are files or pieces of information that may be stored in your computer's hard drive when you visit a web site. Canada Bread Company Limited uses cookies to show us how and when a user visits areas within our site so that we can see which areas are popular and which may need improvement. We also use cookies to help speed up your future activities at our site because the computer will remember that you have already provided Personal Information to us. Canada Bread Company Limited does not share Personal Information obtained through cookies with any third parties. Most browsers are initially set to accept cookies. If you would prefer, you can set yours to refuse cookies or to alert you when cookies are being sent.

How we use Personal Information

We do not share with third parties

Canada Bread Company Limited does not share any Personal Information with any third parties, except for outside contractors in the context of their involvement with Canada Bread Company Limited or its affiliates, who will first have to sign a confidentiality agreement with us.

Mailings and other contact

Canada Bread Company Limited will not use your Personal Information to send you any mailings or to otherwise contact you unless you have expressly authorized us to do so. In

addition, at any time you may let us know that you wish to discontinue such mailings or contact.

Children

Canada Bread Company Limited is committed to protecting the online privacy of children and making the internet safe for our users. To that end, no information should be submitted to or posted on this site by children under the age of 15 without their parent's or guardian's permission. In addition, if a user younger than 15 wishes to send us Personal Information, he or she must first give us his or her parent's or guardian's email address so that we can obtain their permission through regular mail. No Personal Information will knowingly be accepted from a child under 15 before this permission is obtained. If your child has already provided us with Personal Information, you may ask to see this information for the purposes of correcting it, or ask us to delete this information from our records entirely.

Security of information

Within the limits of technology in use by Canada Bread Company Limited, from time to time, we endeavour to keep your Personal Information as secure as possible. Access to your Personal Information is permitted among our employees only on a need-to-know basis, and any outside contractors with access to such information must first sign a confidentiality agreement with us.

Changes in our Policy

Canada Bread Company Limited reserves the right to change or remove this Privacy Policy at our discretion. Whenever we make any alteration to this Privacy Policy, we will post the changes here and will alert you to the change for a period of time with a banner on our home page. We encourage you to visit this area frequently to stay informed.

Who to contact

Please call us at 1 800 465-5515 if you have any comments or questions about this Privacy Policy, or to do any of the following:

- to see Personal Information you have already sent us so that you can correct or update it
- to ask that we delete your Personal Information from our records
- to correct or update Personal Information that your child under age 15 has sent us
- to ask that we delete from our records Personal Information that your child under age 15 has sent us
- to ask that we not send you mailings or otherwise contact you
- to report any violations of the Privacy Policy

Again, Canada Bread Company Limited is committed to protecting your privacy in connection with this web site. Please do not hesitate to contact us if you have any questions, comments or concerns about this Privacy Policy.