

Protecting your privacy is important to SDI, and we aim to earn and maintain your trust by keeping that information accurate, confidential and secure. This privacy statement outlines what information SDI may collect from you, how that information is used, and how it may be shared.

We respect and protect your privacy. Information is collected and provided for the operation of our business and when may be required by law. We may release your information to companies that you have authorized us to release your information to, including our own affiliates, however these companies must first meet our privacy standards before we partner with them.

By providing your information to us, you agree to the collection and use of that information in accordance with this statement. This statement applies only to information we collect for our use and does not apply to situations where we may collect or handle information on behalf of our clients. Except as described in this statement, we will not use or share your information with anyone outside SDI.

What is Personal Information?

Personal Information is any information that relates to a living, identifiable person. It is information that can identify you, such as your name, address, telephone number, Social Insurance Number (SIN), information about your financial health, purchase records: anything that you can look at and say "this is about an identifiable person". Given its nature, Personal Information can cover a wide amount of information.

Purpose, Consent, and Collection of Personal Information

If you communicate or provide information to us, you acknowledge your consent for the collection, use, disclosure and retention of that information as set out below. Subject to legal and/or contractual restrictions, you may withdraw your consent at any time.

You may choose to provide SDI with your personal information for a variety of reasons and in a variety of situations. For example, you may want to give us your name and contact information to communicate with you to do business with us if you are a supplier/vendor, or you may wish to share your education and work experience for consideration with a job opening at SDI.

At times, we may also collect your information indirectly through other sources, such as list vendors. In those instances, we confirm with the vendor that information was legally acquired by them and that we have the right to obtain it from them and use it. The information that we collect, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness and to help us better tailor our interactions with you.

Communication: SDI may use your information to contact you with information that may be of interest to you such as project opportunities, returning calls for marketing materials, or in the case of recruiting, with potential job opportunities. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

Recruiting: SDI may use your information in connection with a job application or inquiry, whether advertised on our site or otherwise. You may provide us with information about yourself, including resumes. We may use this information throughout SDI in order to address your inquiry or consider you for employment purposes. We may also collect information from other outside sources to verify information about you, such as your employment and credit history, and we may keep it along with other information about you in our records. Unless you tell us not to do so, we may keep the information for future consideration.

For suppliers/vendors, prospective new hires, or other parties, if you choose to contact us by email, we may retain your email address, the content of your communication and our response. We will retain this information for as long as needed to communicate with you or provide you services. Additionally, we may retain your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements where and when appropriate.

Using your Personal Information

SDI may contact you using the information you have provided (including mail, phone, email) to respond to questions or otherwise communicate with you. If you have opted out of receiving messages through a particular channel, we may still be required to contact you for legal reasons in certain situations.

If you represent an SDI supplier/vendor, we may use the information you provide to us in connection with entering into or performing a transaction with you. For example, this may include sharing information with other parts of SDI, including our affiliates. It may also be used to administer and develop our relationship with you and other SDI suppliers generally.

We may also use or share your information to protect the rights or property of SDI, our suppliers/vendors, clients, or others when we have reasonable grounds to believe that such rights or property have been or could be affected. In addition, we reserve the right to disclose your information as required by law or subpoena to comply with reasonable requests of law enforcement, and when we believe that disclosure is necessary to protect our rights, or the rights of others, or to comply with a judicial proceeding, court order, or legal process.

SDI is a global organization that crosses borders. As such, we may share information within SDI and transfer it to countries where we do business. When information is shared, our privacy statement and internal practices are designed to provide a consistent level of protection for your personal information. This means that even in countries whose laws provide for less protection for your information, SDI will still handle your information in the manner described here.

In some cases, SDI uses suppliers/vendors located outside Canada to collect, use, analyze, and otherwise process information on its behalf. It is SDI's practice to require such suppliers to handle information in a manner consistent with our policies. We do want to note that when information is located outside Canada foreign governments, courts of law or regulatory agencies may gain access to that information through the laws of that country.

SDI may at any time choose to sell, buy, merge, transfer, assign or otherwise reorganize its business. This activity may include our interests, rights and obligations with respect to our records, thus it may involve or require the disclosure of personal information to prospective or actual purchasers, or the receipt of such information from sellers. It is our practice to seek appropriate protection for information in these types of transaction's.

Accuracy & Safeguarding your Personal Information

If you believe that the information we have about you is not as accurate or complete as it could be, please contact us using any of the methods noted below so we can update your information.

The security of your information is important to us, but it's important to remember that no method of transmission or storage is 100% secure. We use commercially reasonable and acceptable methods to protect your information and employ best practices when handling information. For example, we have physical security, electronic protection and use safe business practices (such as access controlled

information) to ensure that your information is safeguarded. We restrict access to your personal information to those who need to have it for specific purposes such as recruiting. When we use other suppliers/vendors to provide services for us, such as recruiting efforts, we select those companies carefully and require them to keep the information we share with them safe and secure. At no times do we allow them to use or share information for any purpose other than the job they are hired to do.

Access to Personal Information

You may request access to the personal information we have on file for you and upon request, we will provide you with access to the information we have, subject to certain considerations specified by law. To request access to your personal information in our possession, please write to us at the mailing address below. If you need assistance completing an access request, please contact us via email or telephone and we will be happy to assist you.

Before SDI is able to provide you with any information or correct any inaccuracies, we may ask you to verify your identity and to provide other details to help us to respond to your request. In all instances, we will contact you within 30 days of your request.

Your Personal Information in Social Media

When you use social media you may be asked to provide certain personal information. These applications, sites or tools may include supplemental privacy statements with specific information about collection and handling practices. It is our recommendation that you read those supplemental statements.

Any content you post, including personal information that you make available to other participants on those social platforms is not subject to this statement. Rather, such content is subject to the Terms of Use of those applications or platforms. Please refer to those to better understand your rights and obligations with regard to such content. You should be aware that the content you post on any such social computing platforms may be made broadly available to others inside and outside SDI.

Privacy Questions and Access

If you have a question about this Privacy Statement or SDI's handling of your information, you can contact us at:

SDI Privacy Office

175 Galaxy Blvd., Suite 202

Toronto, ON

M9W 0C9

Canada

Email: privacy@sdimktg.com

Phone: 416-674-9010 or Toll Free 1-877-734-8326

Changes to this Statement

This statement describes SDI's current privacy practices. If these practices should change, we will update this statement to reflect any new information you should be aware of including any new purposes for which SDI wishes to use your information.

Last updated: November 2016