



*Individual to Corporate Services
We've got you covered*

CORPORATE PRIVACY POLICY

PURPOSE

The Cooke Group, consisting of Cooke Insurance, Cooke Capital, Atlantic Adjusting & Appraisals Ltd, Maritime Finance and Acceptance, here in to be referred to as “the Corporation”, are committed to the protection of personal information entrusted to them. This includes personal information residing with the Corporation and that is provided to third parties in the course of business. To do this, and to earn customer trust, the Corporation and its employees abide by ten privacy principles which are the foundation of this Policy.

SCOPE

This policy applies to all employees including the Board of Directors, officers, and Management of the Corporation. It applies to contractors and consultants, including all third parties and their affiliated personnel, who receive personal information from the Corporation.

DEFINITION OF PERSONAL INFORMATION

“Personal Information” is defined as personal and personal health information about an identifiable individual. Generally, this includes the following:

- ° An individual’s address, telephone number or date of birth
- ° Occupation and employment records, family or marital status, or race
- ° Medical and health records
- ° Employment records, assets, liabilities, income, credit rating, credit and payment records
- ° An individual’s previous insurance experience including claims history, driving record, policy number and vehicle identity number

Personal information does not include certain prescribed sources of public information, such as a public telephone book listing.

THE TEN PRIVACY PRINCIPLES

1: ACCOUNTABILITY

The Corporation is responsible for personal information under its control. Designated individuals are accountable for monitoring ongoing compliance with the Privacy policy and Procedures.

The Corporation is responsible for all personal information under its control, whether supplied directly to or by a third party or that has been provided to a third party for business purposes.

Established policies and procedures are in place to ensure compliance with the Privacy Policy, and designated Chief Privacy Officers are responsible for ensuring compliance with privacy legislation and the principles of this Policy.

2: IDENTIFYING PURPOSES

The purposes for which personal information is collected shall be identified by the Corporation before or at the time the information is collected.

The Corporation shall collect and use personal information for the purposes of:

- ° Verifying customer identity and communicating with customers;
- ° Confirming application information, and to understand and assess needs for insurance;
- ° Establishing and maintaining a relationship with customers, brokers, underwriters, adjustors, co-workers;
- ° Underwriting risks on a prudent basis;
- ° Investigating claims, and paying customers the compensation to which they are entitled ;
- ° Detecting, investigating, and preventing fraud;
- ° Offering and providing products and services to meet customer needs;
- ° Compiling statistics for research or product and program development that may require using de-identified data;
- ° Complying with the requests of law enforcement agencies;
- ° Meeting legal and regulatory requirements;
- ° Litigating matters that arise out of its business;
- ° Conducting business audits; and,

To meet the purposes stated above, the Corporation may reasonably disclose to, or verify information with, brokers, other insurers or insurance reporting agencies, government agencies, credit bureaus, collection agencies, and professionals working with the Corporation such as lawyers or independent adjusters.

The Corporation may use personal information between its various business units when a legitimate business purpose exists or where required by law. Personal

information may also be transferred across provincial borders for the purpose of data storage and processing.

3: CONSENT

The knowledge and consent of the individual is required for the collection, use, or disclosure of personal information, except in certain circumstances where consent is not required.

General

The Corporation issues an insurance policy with the understanding that, in addition to the customer providing consent, that consent has also been obtained from all persons named in the insurance policy for the collection, use and disclosure of personal information, for the purposes outlined above.

Obtaining Consent

Consent to the collection, use and disclosure of personal information can be provided expressly or implicitly.

Express consent can be given orally or in writing. It is given by agreement or action on the part of the customer, to acquire or accept a product or service. For example, express oral consent can be given over the phone, or express written consent can be given by signing an application form or an agreement which may relate to personal information. Express consent by an action can be given by clicking an accept button on a computer screen. If oral express consent is given, the Corporation will document the conversation within the appropriate policy or claim file. Implied consent can be inferred from the relationship between the parties or from the nature of the dealings between the parties. For example, if personal information is provided to an insurance broker or agent for the purpose of obtaining insurance, it is reasonable to infer that there is implied consent to the disclosure of that information to the insurer to meet the customer's needs.

Who Can Give Consent

Consent may be given by the individual or by an authorized representative such as a person having power of attorney, or a legal guardian. The Corporation may require verification of this authorization.

When Consent Is Not Required

Consent is not required in limited circumstances, such as:

- ° Complying with subpoenas and other court or government orders;
- ° Providing personal information to lawyers representing the corporation in legal actions;
- ° Disclosing, under a public requirement, personal information to appropriate authorities in matters of significant public interest;
- ° Where the individual is a minor, seriously ill, or mentally incapacitated, and seeking consent is impossible or inappropriate;
- ° Where the personal information is publicly available; and,
- ° Where the law states it is not required.

Withdrawing Consent

An individual may withhold or withdraw consent for the Corporation to collect, use or disclose personal information, provided there are no legal or contractual reasons to prevent the individual from doing so. Depending on the circumstances of the withdrawal of the consent, the Corporation's ability to continue to provide the products and services requested may be impacted.

4: LIMITING COLLECTION

The collection of personal information shall be limited to that which is reasonably necessary for the purposes identified by the Corporation, and such information shall be collected by fair and lawful means.

The Corporation collects information needed to conduct business with its customers. It will be collected openly, fairly and lawfully.

5: LIMITING USE, DISCLOSURE, AND RETENTION

Personal information shall not be used or disclosed for purposes other than those for which the information was collected, except with the consent of the individual, or as allowed by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes, or as required by law.

General

There are situations specific to the insurance industry where the Corporation will use, disclose and retain personal information as required by standard insurance practices.

Examples include:

- ° Risk sharing: transfer of personal information to other insurers and/or reinsurers;
- ° Underwriting: disclosure for underwriting, claims and claims history, classification and rating;
- ° Insurance services: disclosures to providers of goods and services to the Corporation such as claims adjusters or loss control managers; and,
- ° Insurance intermediaries: brokers and agents. The Corporation does not use or disclose personal information for other than business purposes, unless there is consent or it is required by law.

Disclosure within the Corporation

Only employees with legitimate business purposes will have access to personal information and must ensure that personal information is securely held.

Disclosure to Third Parties – Brokers, Adjusters

Third parties, including brokers, private investigators, adjusters are also subject to privacy legislation. Personal information will be disclosed to these companies or individuals based on their need to carry out work for the identified purposes.

Retention Periods

The Corporation will keep information only for as long as it is needed, or as required by law.

6: ACCURACY

Personal information collected shall be as accurate, complete, and current as is necessary for the purposes for which it is to be used.

The Corporation will strive to keep personal information accurate, complete, and up-date to minimize the possibility that inappropriate information may be used to make decisions about customers.

7: SAFEGUARDS

Personal information shall be protected by safeguards that are appropriate to the sensitivity of the information.

The Corporation is responsible for safeguarding personal information from loss, theft, unauthorized access, disclosure, copying, use, modification or disposal, regardless of the format in which it is stored. The nature of the physical, organizational and technological safeguards used will vary depending on the sensitivity, amount, distribution, format and method of storage of the personal information. Personal information that is no longer required to fulfill identified purposes shall be destroyed, erased, or made anonymous in a manner that protects the privacy of the individual.

8: OPENNESS

Information about the Corporation's privacy policies and practices for managing personal information shall be made readily available.

Upon request, the Corporation will provide an explanation of its Policy with respect to the management of personal information. The Corporations' Chief Privacy Officer may be contacted concerning any inquiries or complaints, or if further information is required.

9: CUSTOMER ACCESS

Upon written request, an individual shall be informed of the existence, use, and disclosure of any personal information about them, and shall be given open, accurate, and complete access to that information, subject to certain exceptions, as permitted by law. An individual shall be able to challenge the accuracy and completeness of the information and have it amended, if appropriate. Upon written request, the Corporation shall inform an individual whether or not it holds personal information about the individual. It shall allow the individual access to this information, in accordance with this policy and the law. If a request is denied, the individual shall have the right to be given reasons for the denial and information on how to challenge such denial. The Corporation shall respond to an individual's request within the time frames set out in the applicable

privacy legislation for the jurisdiction. The requested information shall be provided or made available in a form that is generally understandable. If abbreviations or codes are used to record information, an explanation shall be provided. Where access to information is granted, fees may be charged in accordance with applicable legislation for the jurisdiction.

In certain situations, the Corporation may not be able to provide access to all the personal information it holds about an individual. Exceptions to the access requirement should be limited and specific. The reasons for denying access shall be provided to the individual. Exceptions may include, but are not limited to:

- ° prohibitive cost;
- ° personal information that contains references to other individuals; and,
- ° information:
 - that cannot be disclosed for legal, security, or commercial proprietary reasons;
 - that may disclose consultations or deliberations involving officers or employees of the Corporation;
 - that will disclose the identity of a confidential source of information, or disclose information furnished by that source with respect to a lawful investigation or a law enforcement matter;
 - that the release of which could interfere with a lawful investigation or disclose information with respect to a lawful investigation; and,
 - that could reasonably be expected to threaten the life or security of another individual;
 - that is subject to solicitor – client privilege.

10: CHALLENGING COMPLIANCE

An individual may contact the Corporation with any inquiries or concerns about the Corporation’s privacy policies and practices.

The Corporation shall inform individuals who make inquiries or lodge complaints of the existence of relevant complaint mechanisms. The Corporation shall investigate all complaints. If a complaint is found to be justified, the Corporation shall take appropriate measures to amend its policies and practices.

Individuals who are dissatisfied with the manner in which the Chief Privacy Officer has handled their complaint may address their concerns to the Information and Privacy Commissioner of their jurisdiction.

ENFORCEMENT AND COMPLIANCE

Employees have a responsibility to familiarize themselves with the policy and comply with it. Employees who become aware of an actual or potential breach of the policy shall report it without delay to their supervisor or manager, or to their Chief Privacy Officer, who shall investigate in accordance with established procedures. Failure to abide by the policy or the applicable legislation for each jurisdiction may result in disciplinary action, up to and including termination of employment and prosecution.

RELATED REFERENCES

The principles of this policy are derived from the privacy legislation of the jurisdictions in which the Corporation operates.

POLICY HISTORY

Feb. 28, 2008 New Policy

CONTACT INFORMATION

Chief Privacy Officer with Cooke Group

125 Pownal St.

Charlottetown, PE

C1A 3W4

Phone 1 800 566 5666 ex 4819

Email privacy@cooke.ca