

PRIVACY POLICY

Pillar IP Inc., (hereinafter “Pillar IP”), provides intellectual property services to our clients and is committed to protecting your privacy. This Privacy Policy outlines how we handle your personal information to protect your privacy.

Privacy Legislation

Since January 1, 2004, Canadian organizations must comply with the *Personal Information Protection and Electronic Documents Act* (PIPEDA) and the Canadian Standards Association Model Code for the Protection of Personal Information incorporated by reference into PIPEDA. These obligations extend to intellectual property firms including Millman IP.

Additionally, as patent and trademark agents, we have professional and ethical obligations to keep confidential the information we receive in the context of an agent-client relationship.

Personal Information

Personal information is defined in PIPEDA as information about an identifiable individual, but does not include the name, title or business address or telephone number of an employee of an organization. In other words, it does not include the information that one expects to find on a business card.

Consent to Our Collection of Personal Information

In most cases, we obtain your consent to collect, use and disclose your personal information. Usually, if you retain our firm, we assume that we have your implied consent to our collection and use of your personal information, however, at times we may ask for your express consent, either verbally or in writing. Generally, we collect your personal information directly from you at the start of or during the course of your retainer with our firm. Sometimes we may obtain information about you from other sources such as a government registry or other professionals who serve you.

Use of Personal Information at Pillar IP

We use your personal information to provide advice and services to you, to issue invoices and to maintain our database of clients. In addition, if you apply for a position with Pillar IP, we will use your personal information to assess your candidacy. Lastly, we may use your contact information (name, email and postal address) so that we may communicate with you about recent developments in the law, or invite you to our firm events.

Withdrawal of Consent

You may withdraw your consent to our collection, use and disclosure of your personal information at any time, subject to legal and/or contractual restrictions and upon reasonable notice. Your withdrawal of consent to our collection, use and disclosure of your personal information may impact our ability to represent you and provide you with legal advice.

Disclosure of Personal Information

Generally, we do not disclose your personal information to third parties without your consent unless permitted or required by applicable laws or court orders. An example of where we may disclose your personal information to a third party is to collect fees that have not been paid within the terms set forth in our invoices. In such cases, we will use contractual or other means to ensure the third-party service provider is bound by obligations regarding privacy which are consistent with this policy.

Accuracy of Your Information

It is important that the information that we have on file be accurate and up-to-date. If, during the course of the retainer, any of your information changes, please inform us so that we can make any necessary changes. We may also ask you from time to time whether your personal information is up-to-date.

Safeguards

Pillar IP uses a number of safeguards to ensure that your personal information is protected against loss, theft, misuse, unauthorized access, disclosure, copying or alteration. These include: security of our physical premises; our professional obligations; security software and firewalls to prevent unauthorized computer access or "hacking"; and internal passwords that restrict access to our electronic files.

Access to Your Personal Information

You have a right to challenge the accuracy and completeness of your personal information and to have it amended, as appropriate. You also have a right to request access to your personal information and receive an accounting of how that information has been used and disclosed, subject to certain exceptions prescribed by law. For example, if the requested information would reveal personal information about another individual, your request for access may be limited or denied. If your request for access is denied, Millman IP will notify you in writing of the reason for the denial.

To request access to or to amend your personal information, please contact the patent or trademark agent with whom you normally correspond and we will respond within thirty (30) days of receipt of your written request.