

Website Privacy Policy

December 24, 2013

This Privacy Policy applies only to the personal information of individuals using the website maintained by the Ontario Brain Institute and located at the URL www.braininstitute.ca (the "Site").

The Ontario Brain Institute is committed to respecting the personal privacy of individuals using this Site. The Ontario Brain Institute does not trade, rent or sell your personal information to any third party.

The Ontario Brain Institute only collects personal information if you choose to supply it through this Site or by contacting us via email. When the Ontario Brain Institute collects your personal information on its website, e.g., through general or specific inquiries or to register for events, the Ontario Brain Institute may collect your first and last name, email address and subject of your inquiry, for the purpose of responding to your specific request for information. The Ontario Brain Institute also will add your contact information to a central database / distribution list for the purpose of providing you with its annual report, newsletters and notification of upcoming events. You may opt-out of receiving such communications from the Ontario Brain Institute at any time by sending a request to info@braininstitute.ca.

The Ontario Brain Institute also collects personal information on this Site for specific and identified purposes, e.g., individuals who contact the Ontario Brain Institute to register for events will be asked for specific information. Information that is collected in this manner will be used for the purposes identified to you at the time of collection.

Access to the Ontario Brain Institute contact database will be limited to those Ontario Brain Institute staff who require access to the personal information for the purposes identified and to fulfill their employment responsibilities. The information will be retained only so long as is necessary to fulfill the purposes for which it was collected and will be kept confidential and secure. You will be notified if the intended purpose for the collection and use of this information changes and will be provided with an opportunity to have your personal information deleted from the contact database. If you opt-out of receiving communications from the Ontario Brain Institute, your personal information will be deleted from the contact database.

This Privacy Policy further provides that the Ontario Brain Institute may only disclose specific personal information to third party service providers:

- To the extent required for the identified purposes, as described to you at the time of collection;
- To other third parties, such as sponsors and website content partners, but only where and to the extent you give the Ontario Brain Institute your permission to do so; and
- Pursuant to a legal proceeding or when otherwise permitted or required by law.

This Site collects aggregate information ("Aggregate Information") through the use of web server logs. Aggregate Information is standard web server / visitor traffic information, regarding overall website traffic patterns. Web servers normally collect this type of basic information as part of their web log processes.

In addition to information provided by visitors to its website, the Ontario Brain Institute uses internet tracking tools associated with standard internet protocols and web-based systems. This system information is typically stored in log files and the information is used for aggregate reporting. Aggregate reporting includes total number of visitors, most visited sections, peak traffic times, etc. Log files are simply transaction records web servers maintain.

Those logs are used for recording information, such as:

- Service provider IP addresses;
- Browser versions;
- Referring websites;
- Search terms used;
- Average number of pages requested;
- Average duration of visit; and
- Total visitor traffic.

The Ontario Brain Institute uses aggregate information gathered from visits to improve the design of its website. This information supplies a broad picture of how people use the website to help the management of the Ontario Brain Institute systems and to better serve its audience.

This website may use Google Analytics, a web analytics service provided by Google, Inc. ("Google"), a company based in the United States. Google Analytics uses cookies, which are text files placed on your computer, to help the website operator (Ontario Brain Institute) analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google which has servers in the United States and in other countries. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators (Ontario Brain Institute staff) and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

The Ontario Brain Institute is committed to data security. To prevent unauthorized access, to maintain the accuracy of personal information and ensure that personal information is used and disclosed only pursuant to this policy, the Ontario Brain Institute takes

reasonable steps to maintain physical, electronic, contractual and administrative safeguards to secure personal information collected from its website with a level of security that is appropriate to the sensitivity of the personal information collected.

For all inquires about your personal information subject to this Privacy Policy, including requests to access or correct personal information, please send a written request to:

Dr. Kirk Nysten, Director of Outreach
Ontario Brain Institute
438 University Ave, Suite 1618
Toronto, Ontario
Canada M5G 2K8

Email: info@braininstitute.ca