

## Privacy Policy

# Information Collection and Use

## Information Collection

The Result Source is the sole owner of the information collected on [www.theresultsource.com](http://www.theresultsource.com). The Result Source collects information from our users at several different points on our Web site.

## Registration / Subscription

In order to receive the newsletter, a user must first complete the subscription form. During the subscription process a user is asked to provide contact information (such as name and email address). We use this information to contact the user about services on our site for which he has expressed interest. We gather and use demographic / business development information (such as product & service interests), to personalize the communications from our company and your experience on the site.

## Log Files

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We use a tracking utility called Urchin that uses log files to analyze general visitor trends throughout the site.

## Communications from the Site

### Special Offers and Updates

We send all new members a welcoming email to verify a subscription to our newsletter or password and username. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Every broadcast includes an opportunity to unsubscribe from the newsletter program as well as update your profile with us to better manage the communications you receive.

### Newsletter

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt-out of these communications.

### Service Announcements

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

## Sharing

### Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

### Links

This Web site contains links to other sites. Please be aware that we, The Result Source, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

### Security

This Web site takes every precaution to protect our users' information. When users submit sensitive information via the Web site, their information is protected both online and off-line.

### Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This is done via the Modify Details link available with every newsletter broadcast and most other broadcasts or by emailing our Customer Support at [info@theresultsource.com](mailto:info@theresultsource.com).

### Notification of Changes

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Web site notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

## Contact Information

If users have any questions or suggestions regarding our privacy policy, please contact us at:

Phone: 416-526-0101

Email: [info@theresultsource.com](mailto:info@theresultsource.com)

Postal Address: 4950 Yonge Street, Suite 2200, Toronto, Ontario, M2N 6K1

Web site URL [www.theresultsource.com](http://www.theresultsource.com)