



Privacy Policy updated Nov2007

Summer Fresh

Summer Fresh Salads Inc. respects your privacy and will only collect, use and disclose your personal information in accordance with this Privacy Policy. This Privacy Policy outlines the type of personal information that is collected by Summer Fresh Salads Inc., why and how it is collected, how Summer Fresh Salads Inc. uses and discloses the information, what safeguards are in place, how to change or withdraw personal information and who to contact with privacy-related questions.

1. INTRODUCTION

This Privacy Policy applies to Summer Fresh Salads Inc. and its personnel, representatives and agents. As used in this Privacy Policy Summer Fresh Salads Inc. does not include resellers or distributors of Summer Fresh Salads Inc. products and/or services. Summer Fresh Salads Inc. shall comply with Canadian federal and provincial legislation as it is enacted and applicable privacy legislations in jurisdictions where Summer Fresh Salads Inc. carries on business.

2. WHAT PERSONAL INFORMATION DOES SUMMER FRESH SALADS INC. COLLECT?

“Personal Information” as used in this Privacy Policy means information that specifically identifies an individual and is provided to, or collected by, Summer Fresh Salads Inc. and its staff or by Summer Fresh Salads Inc. agents, associates and affiliates on behalf of Summer Fresh Salads Inc. .

“Personal Information” however, does not include an individual’s name, business title or business contact information in their capacity as an employee.

3. WHY DOES SUMMER FRESH SALADS INC. COLLECT PERSONAL INFORMATION?

Summer Fresh Salads Inc. and its agents, associates and affiliates may collect, use and/or disclose Personal Information for one or more of the following purposes:

- to develop, enhance, market, sell, provide and inform individuals or businesses of Summer Fresh Salads Inc. products and services;
- to update and verify Summer Fresh Salads Inc. databases and information provided by third parties;
- to monitor communications to ensure the consistency and quality of the products and/or services of Summer Fresh Salads Inc. , its affiliates, suppliers, distributors, retailers and any other third parties with whom Summer Fresh Salads Inc. has a commercial relationship;

with respect to individual service providers, suppliers, distributors and retailers, to (1) consider whether Summer Fresh Salads Inc. or any of its affiliates should establish or continue a commercial relationship, including without limitation, to extend credit and to evaluate credit standing and to match credit bureau and/or credit reporting agency information, to check references and to confer with banking institutions; and (2) establish and maintain commercial relationships to provide products and/or services, administer accounts, make and receive payments, facilitate product delivery and returns and fulfill contractual obligations; to conduct research and statistical analysis; to distribute Summer Fresh Salads Inc. Newsletters, promotional information and any other information to individuals who have voluntarily enrolled in our mailing lists and/or emailing lists to detect and protect Summer Fresh Salads Inc. and other third parties against error, negligence, breach of contract, fraud and other illegal activity and to comply with Summer Fresh Salads Inc. ' audit requirements and to audit compliance with Summer Fresh Salads Inc. policies, procedures, laws and contractual obligations; to engage in business transactions that may involve the sale of transfer of personal information, including the purchase, sale, lease, merger, amalgamation or financing involving Summer Fresh Salads Inc. or its affiliates, any particular brand, product line or business unit; as permitted by, and to comply with, any laws or regulations; and for any other purpose to which an individual consents - all reasonable steps will be taken to ensure that the new purpose is identified prior to actual use of the information

4. HOW DOES SUMMER FRESH SALADS INC. COLLECT PERSONAL INFORMATION?

Wherever possible Summer Fresh Salads Inc. will collect personal information directly from the individual(s) concerned. In some cases, when deemed necessary, we will ask an independent source to verify and supplement personal information.

5. HOW DOES SUMMER FRESH SALADS INC. DEFINE CONSENT?

Your submitting of Personal Information to Summer Fresh Salads Inc. means that you agree and consent that Summer Fresh Salads Inc. can collect, use and disclose your Personal Information in compliance with this Privacy Policy. Summer Fresh Salads Inc. will not collect, use or disclose Personal Information without requisite consent, except in certain extraordinary circumstances. Such extraordinary circumstances shall include without limitation, when legal, medical or security reasons make it impossible or impractical to obtain consent or where it is otherwise in the individual's best interest.

At any time, subject to legal and contractual requirements and reasonable notice, you may refuse or withdraw your consent. It is important to note that if you refuse or withdraw your consent, Summer Fresh Salads Inc. may not be able to provide or

continue to provide, products, services and/or information which may be of value to you. An individual from Summer Fresh Salads Inc. will advise you of the implications of such refusal or withdrawal.

To withdraw consent please contact the Chief Privacy Officer in writing:

Summer Fresh Salads Inc.
181 Sharer Rd. Woodbridge, ON Canada L4L 8Z3
Attn: Privacy Officer

6. HOW DOES SUMMER FRESH SALADS INC. USE AND DISCLOSE PERSONAL INFORMATION?

In addition to the purposes identified in Section 3, from time to time Summer Fresh Salads Inc. may use or disclose Personal Information to:

a person, who in the reasonable judgment of Summer Fresh Salads Inc. is providing or seeking the information as an agent of the subject individual; service providers retained by Summer Fresh Salads Inc. to perform functions on its behalf, such as advertisers, market researchers, delivery contractors, website administrators, data processing, information technology and office services, provided such organization or individual does not collect, use or disclose the personal information for any other purpose other than to perform such functions or provide services to Summer Fresh Salads Inc. ; or any third party where the subject individual consents to such collection, use or disclosure, or as required or permitted by law.

7. HOW DOES SUMMER FRESH SALADS INC. LIMIT THE COLLECTION AND RETENTION OF PERSONAL INFORMATION?

Summer Fresh Salads Inc. limits the collection of Personal Information to that which is necessary for the purposes identified in this Privacy Policy as same may be amended from time to time, or for any additional purpose identified before the collection of the Personal Information. As well, Personal Information is not used or disclosed for purposes other than those for which it was originally collected, except with consent or as otherwise permitted by law.

Summer Fresh Salads Inc. will retain Personal Information only for so long as it is needed to fulfill the purposes for which it was obtained and to meet any other legal requirement, statutory or otherwise, from time to time.

8. HOW DOES SUMMER FRESH SALADS INC. ENSURE ACCURACY OF PERSONAL INFORMATION?

Summer Fresh Salads Inc. strives to ensure that Personal Information is as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used. Summer Fresh Salads Inc. does not routinely update Personal Information therefore we rely on the individual to notify us of any changes to their Personal Information. To update Personal Information please contact the Chief Privacy Officer in writing:

Summer Fresh Salads Inc.
181 Sharer Rd. Woodbridge, ON Canada L4L 8Z3
Attn: Privacy Officer

9. HOW DOES SUMMER FRESH SALADS INC. ENSURE SAFEGUARDS OF THE PERSONAL INFORMATION?

Summer Fresh Salads Inc. endeavours to maintain adequate safeguards to protect against loss, theft, unauthorized access, disclosure, copying, use or modification of Personal Information in the care of the Summer Fresh Salads Inc. .

10. HOW DOES SUMMER FRESH SALADS INC. ENSURE ACCOUNTABILITY OF PERSONAL INFORMATION AND OPENNESS AND ACCESS TO PERSONAL INFORMATION?

Summer Fresh Salads Inc. is responsible for the Personal Information under its control and has appointed a Chief Privacy Officer to oversee our efforts to comply in all material respects with applicable privacy legislation and the terms of this Privacy Policy. The Chief Privacy Officer and those designated by the Chief Privacy Officer (the "Privacy Team") address and investigate questions or concerns regarding Personal Information.

To reach the Chief Privacy Officer or a member the Privacy Team, please call 905-856-8816. A copy of this Privacy Policy is available at www.summerfresh.com and any future updates or amendments will be posted as they occur.

Summer Fresh Salads Inc. will provide individuals access to their Personal Information and have the right to request that any inaccurate information be amended or corrected. Summer Fresh Salads Inc. has the right to refuse a request for access to Personal Information if:

- The information is protected by legal privilege;
- Granting access would reveal confidential information pertaining to Summer Fresh Salads Inc. ;
- Doing so would reasonably be expected to threaten the life or security of another individual;
- The information would likely reveal personal information about another individual;
- The information would prejudice negotiation with you; or
- To protect Summer Fresh Salads Inc. ' rights and property.

11. CHALLENGING COMPLIANCE

We encourage you to discuss any privacy issues with the Chief Privacy Officer at:

Summer Fresh Salads Inc.
181 Sharer Rd. Woodbridge, ON Canada L4L 8Z3
Attn: Privacy Officer

12. CHANGES TO THIS PRIVACY POLICY

Summer Fresh Salads Inc. will from time to time review and revisit privacy practices and this Privacy Policy. In the event of any material amendment, an appropriate notice will be posted on our Website. You are encouraged to contact Summer Fresh Salads Inc. to establish if any updates have been made to this Privacy Policy, which can be ascertained by the date listed at the top of this Privacy Policy. All updates and amendments to this Privacy Policy can be found at www.summerfresh.com.

13. SUMMER FRESH SALADS INC. WEBSITE

Our Web site may contain links to other sites, which are not governed by this Privacy Policy. On our Web site, like most other commercial Web sites, we may monitor traffic patterns, site usage and related site information in order to optimize our web service. We may provide aggregated information to third parties, but these statistics do not include any identifiable personal information.

14. COMMUNICATING WITH US

We recognize that convenience and quick access to information must be balanced with security needs. We use many different means to communicate with customers, some of which are more convenient such as e-mail. Our E-mails are sent with industry standard 128 bit encryption. Such encryption however does not guarantee privacy and security as encrypted messages can nonetheless be subject to interception and translation. If you do not wish us to communicate with you by e-mail, please advise and alternate arrangements will be made.