

PRIVACY POLICY

At Taylor Asset Management Inc. (“Taylor”), the confidentiality, integrity, and security of your personal information are of paramount importance. Treating your personal information with the highest degree of respect is crucial to us. This privacy statement informs you of our policy on privacy, and tells you about the ways we ensure your privacy and the confidentiality of your personal information is protected.

What information do we collect and what do we do with it?

We collect information necessary to serve you. The type of information depends on the service provided. Generally, and with your consent, we collect your name, contact information, date of birth, social insurance number, and other information necessary to provide you with fund management services, to keep records, to prevent error and fraud, for educational and marketing purposes (including sending to you product information and service-related material), and, if applicable, to respond to inquiries from any of your financial advisors. We may share your personal information:

- with businesses that work for us to service your accounts (including firms that prepare and mail client account statements or other documents on our behalf);
- with businesses that provide services or process transactions you have requested;
- in order to complete transactions on your behalf, other financial institutions, trustees or information custodians with whom Taylor or you have a relationship, relevant government organizations, all on a strictly limited basis and only to provide you with services;
- with a party representing you, such as any of your financial advisors;
- with other third parties pursuant to your direction or with your consent;
- when permitted or required by law, such as in response to a subpoena or other legal process;
- to meet legal obligations such as tax and regulatory reporting.

How do we collect information?

Personal information is collected when we interact with you directly, such as when you call or write us or visit www.taylorassetmanagement.com, or when we interact indirectly, such as through any of your financial advisors (if applicable) or your employer. We always try to ensure the accuracy and completeness of the personal information collected by us, and we ask that, if your personal information should change, that you inform us of the change as soon as possible.

How do we protect your personal information?

We use contractual, physical, electronic and procedural safeguards in keeping with industry standards to protect your personal information.

We may also place cookies on your hard drive to personalize your experience on our site. When you visit our internet site, we may collect technical information, such as browser type, pages visited, and time spent on our site. This information may be used, for example, to improve our web design and functionality.

What privacy rights do you have?

You may request access to your personal information and question its accuracy and completeness. We will respond to your written request within 30 days of receiving it. If your inquiry would be better directed to any of your financial advisors (if applicable) or your employer (if applicable), we will tell you as soon as possible.

You may withdraw all or part of your consent for us to use your personal information within certain legal restrictions. If you withdraw consent, however, we may be limited in the services or products that we provide to you.

How do you contact us about privacy?

We welcome your privacy questions or comments. Please contact our Chief Privacy Officer by fax (866-542-2894), by phone (416-304-9670), by mail (Taylor Asset Management Inc., Bay Adelaide Centre, 333 Bay Street, Suite 1230, Toronto, Ontario M5H 2R2, Attention: Chief Privacy Officer), or by email (info@taylorassetmanagement.com).