

## **Lee Valley Advisory Panel Terms and Conditions**

The Lee Valley Advisory Panel (the “Panel”) is operated by Lee Valley Tools Ltd. (“Lee Valley”) using a third-party technology platform, Vision Critical Communications Inc. The Panel will be used by Lee Valley to conduct market research.

### **Registration Requirements**

In order to receive invitations to participate in the Panel surveys, you must first register as a Member of the Panel by providing us with accurate, complete and updated panel information as required by the profiling survey. The profiling survey will ask you to provide some basic personal information including but not limited to:

- Your name, address and e-mail address
- Demographic information
- Your purchasing behavior at Lee Valley
- Your interests

This information will be used to create your individual profile, to communicate with you regarding your participation in the Panel, and to assist Lee Valley Tools in determining which surveys are most suitable for you to participate in. By accurately completing the information, you will help to ensure that Lee Valley listens to a broad range of its diverse customer base over time.

### **Panel Participation**

As a Member of the Panel, you may be selected for participation in surveys. If you are selected, you will be asked to provide your opinions of products and services offered by Lee Valley, products and services that Lee Valley is contemplating offering, your perception of Lee Valley, and any other market research relevant to Lee Valley.

You do not have to participate in every survey that is sent to you; however, we reserve the right to terminate your membership if you repeatedly do not participate when asked. We do not guarantee any Member will be asked to participate in a survey, and you acknowledge and agree that we are under no obligation to ask you to participate.

To ensure the integrity of the Panel, you may not (i) activate or use more than one Member profile account; (ii) use a false or misleading name, address or e-mail address to activate or use an account; or (iii) provide any false or misleading information. If we have reason to believe that you have violated any of these provisions, we reserve the right to suspend or terminate your access to, use of and/or participation in the Panel.

### **Privacy and Limitations of Use**

We take your privacy very seriously. All information we gather from you in connection with the Panel is governed by our Privacy Policy.

The information that we collect from surveys will be used only for the purposes outlined in these terms. We will never share your personal identifiable information with a third party.

You may update your e-mail address and/or other registration information at any time by visiting the Update Profile section of the Website and entering the information requested. You may remove yourself from the panel at any time by clicking the Unsubscribe link at the bottom of all our communications or by sending an e-mail to our customer service team at [support@leevalleyadvisorypanel.com](mailto:support@leevalleyadvisorypanel.com).

### **Changes**

These terms are subject to change without notice. We will attempt to notify you via e-mail when these terms do change; however, your continued participation in the Panel is deemed to be your acceptance of such changes.

### **Contact Information**

If you have any questions regarding these Terms and Conditions or the advisory panel, please contact us by any of the means below:

**E-mail:** [support@leevalleyadvisorypanel.com](mailto:support@leevalleyadvisorypanel.com)

	<b>U.S.</b>	<b>Canada</b>
<b>Mail:</b>	Lee Valley Tools Ltd. Customer Advisory Panel P.O. Box 1780 Ogdensburg, NY 13669-6780	Lee Valley Tools Ltd. Customer Advisory Panel P.O. Box 6295, Stn J Ottawa, ON K2A 1T4
<b>Phone:</b>	Mon-Fri 7 a.m. to 7 p.m. EST Sat 9 a.m. to 5 p.m. EST  1-800-267-8735	   1-800-267-8761
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