

Privacy Policy updated November 2008

Purity Life Health Products Limited, a SunOpta Limited Company (hereafter "Purity Life") 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 Purity Life, why and how it is collected, how Purity Life uses and discloses the information, what safeguards are in place, how to change or withdrawal personal information and who to contact with privacy-related questions.

1. INTRODUCTION

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

2. WHAT PERSONAL INFORMATION DOES PURITY LIFE COLLECT?

"Personal Information" as used in this Privacy Policy means information that specifically identifies an individual and is provided to, or collected by, Purity Life and its' staff or by Purity Life's agents, associates and affiliates on behalf of Purity Life.

"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 PURITY LIFE COLLECT PERSONAL INFORMATION?

Purity Life 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 Purity Life products and services;
- to update and verify Purity Life databases and information provided by third parties;
- to monitor communications to ensure the consistency and quality of the products and/or services of Purity Life, its affiliates, suppliers, distributors, retailers and any other third parties with whom Purity Life has a commercial relationship;
- with respect to individual service providers, suppliers, distributors and retailers, to (1) consider whether Purity Life 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 Purity Life 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 Purity Life and other third parties against error, negligence, breach of contract, fraud and other illegal activity and to comply with Purity Life' audit requirements and to audit compliance with Purity Life' policies, procedures, laws and contractual obligations;
- to engage in business transactions that may involve the sale or transfer of personal information, including the purchase, sale, lease, merger, amalgamation or financing involving Purity Life 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 PURITY LIFE COLLECT PERSONAL INFORMATION?

Wherever possible, Purity Life 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 PURITY LIFE DEFINE CONSENT?

You submitting of Personal Information to Purity Life means that you agree and consent that Purity Life can collect, use and disclose your Personal Information in compliance with this Privacy Policy. Purity Life 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, Purity Life 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 Purity Life will advise you of the implications of such refusal or withdrawal.

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

Purity Life Health Products, a SunOpta Company
6 Commerce Crescent
Acton ON L7J 2X3
Attn: Privacy Officer

6. HOW DOES PURITY LIFE USE AND DISCLOSE PERSONAL INFORMATION?

In addition to the purposes identified in Section 3, from time to time Purity Life may use or disclose Personal Information to:

- a person, who in the reasonable judgment of Purity Life is providing or seeking the information as an agent of the subject individual;

- service providers retained by Purity Life 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 Purity Life; 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 PURITY LIFE LIMIT THE COLLECTION AND RETENTION OF PERSONAL INFORMATION?

Purity Life 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.

Purity Life 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. HOWS DOES PURITY LIFE ENSURE ACCURACY OF PERSONAL INFORMATION?

Purity Life 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. Purity Life 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:

Purity Life Health Products, a SunOpta Company
6 Commerce Crescent
Acton ON L7J 2X3
Attn: Privacy Officer

9. HOWS DOES PURITY LIFE ENSURE SAFEGUARDS OF THE PERSONAL INFORMATION?

Purity Life endeavors to maintain adequate safeguards to protect against loss, theft, unauthorized access, disclosure, copying, use or modification of Personal Information in the care of the Purity Life.

10. HOW DOES PURITY LIFE ENSURE ACCOUNTABILITY OF PERSONAL INFORMATION AND OPENNESS AND ACCESS TO PERSONAL INFORMATION?

Purity Life 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 519-822-8794.

Purity Life will provide individual's access to their Personal Information and have the right to request that any inaccurate information be amended or corrected. Purity Life 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 Purity Life;
- 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 Purity Life's rights and property.

11. CHALLENGING COMPLIANCE

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

Purity Life Health Products, a SunOpta Company
6 Commerce Crescent
Acton ON L7J 2X3
Attn: Privacy Officer

12. CHANGES TO THIS PRIVACY POLICY

Purity Life 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 Purity Life 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.

13. PURITY LIFE 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.