

CANADA – PRIVACY POLICY

POLICY OF PRIVACY

THIS POLICY WAS LAST MODIFIED ON AUGUST 4, 2006.

PLEASE REVIEW THIS POLICY CAREFULLY BEFORE PROCEEDING TO USE THIS WEBSITE.

THE APPLICATION OF THIS PRIVACY POLICY

Our Legal Duty

We are required by law to protect your privacy.

This privacy policy (the "Policy") explains our privacy practices, our legal duties, and your rights concerning your personal information. "Personal information" is information that can identify you as an individual and includes information such as your name, e-mail and mailing address, date of birth and the answers you provide to health-related questionnaires. Information may cease to be "personal information" when it is stripped of all identifiers or aggregated with personal information collected from other individuals.

Application of the Policy

The Policy applies to websites owned and operated in Canada by Cole National Corporation (the "Sites"). Cole National Corporation will be referred to in this Policy as "Sears Optical Canada", "we", "us" and "our".

Any Personal Information you disclose to Sears Optical Canada's U.S. parent, or any of their affiliates or joint venture partners, will be governed by their own privacy policies.

Your Consent to the Policy

By using a Site, you acknowledge that you have read and understood this Policy and consent to our collection, use and disclosure of your Personal Information as set forth herein.

Changes to the Policy

We reserve the right to change the Policy at any time. Any changes will be posted on the Privacy Policy page of our Site. We reserve the right to implement any changes immediately; however, we will obtain your consent before using your information for a purpose not previously identified. By using our Sites, you acknowledge and accept our right to change the Policy and the terms of the current Policy. If you do not agree to the terms of the Policy, please do not use the Site.

CANADA – PRIVACY POLICY

Information Posted on Sears Optical Canada Site(s)

Please note the information presented on our Sites is not intended to be a substitute for medical advice or treatment for specific medical conditions. Use of our Sites is subject to its **Terms & Conditions**.

ACCOUNTABILITY

The Privacy Office at Sears Optical Canada is responsible for Sears Optical Canada's compliance with PIPEDA, other applicable privacy laws, and the Policy.

CONSENT

We require your knowledge and consent for the collection, use or disclosure of your Personal Information, except where otherwise required or authorized by law.

The form of consent we seek, and the manner of obtaining the consent will vary, depending upon the circumstances and the type of information. For example, when filling a prescription, we collect health and product information to properly prepare and deliver your eyewear. We will require your express consent in the form of signing a Consent Log or other document. For non-prescription purchases we consider implied consent to be appropriate. Consent of any form can also be given by an authorized representative of yours (such as a legal guardian or a person having power of attorney).

We maintain a record of the products and services that you have purchased from us to enable us to more efficiently process any future purchases you may make. Your method of payment will also affect the Personal Information we collect so that we can properly process your payment.

Withdrawal of Consent

You may withdraw your consent to our collection, use and disclosure of your Personal Information at any time, subject to legal or contractual restrictions and providing reasonable notice. There may be limited situations where consent may not be withdrawn, for example, where we are required by provincial laws and by professional rules to collect and maintain certain personal information about our customers.

You may withdraw your consent by contacting the Privacy Office at the contact information listed below. You can also opt out at any time of our using your Personal Information for Secondary Marketing Purposes by contacting the Privacy Office at the address listed below or by following the "opt-out" instructions in the communication.

CANADA – PRIVACY POLICY

PURPOSES FOR WHICH WE COLLECT AND DISCLOSE YOUR PERSONAL INFORMATION

Primary Purposes

Our primary purpose for collecting, using and disclosing your Personal Information is described below:

For Optical Service. We may use your Personal Information internally or disclose it, if applicable, to an optical laboratory or an optometrist, ophthalmologist, optician or other healthcare providers providing treatment to you all in connection with products or services related to your eye or vision care.

For Payment. We may use and disclose your Personal Information to others for purposes of processing and receiving payment for treatment, services and products provided to you. Examples include:

- billing and collection activities and related data processing;
- actions by a health plan or insurer related to coverage and provision of benefits determinations;
- disclosure to consumer reporting agencies of information relating to collection of payments.

For Business Operations. We may use and disclose Personal Information for operational purposes. For example, your information may be used or disclosed to:

- evaluate the performance of our associates;
- conduct quality surveys to assess the quality of service, product and care provided;
- conduct training programs or credentialing activities; and
- For warranty and Breakage Protection Plan administrative purposes.
- We may also share information between our associated companies.

Secondary Marketing Purposes

From time to time, we may want to use your Personal Information for additional secondary marketing purposes, such as advising you of promotional events concerning our products and services and other marketing initiatives or the products and services of our affiliates. It is entirely voluntary whether you allow us to use your Personal Information for these purposes. At the time of collection, we will ask you whether you wish to opt-out of our secondary marketing communications. You may request that we no longer use your Personal Information for marketing purposes at any time by contacting the Privacy Office or by following the instruction in each communication.

CANADA – PRIVACY POLICY

We will never sell, trade or rent your Personal Information to others without your prior authorization, which will be canvassed when you are given an opt-out option at the time the information is collected.

LIMITING DISCLOSURE AND RETENTION OF YOUR PERSONAL INFORMATION

The following are the circumstances in which we may be required to disclose and retain your personal information.

DISCLOSURES

Disclosures to Third Parties for Processing

From time to time we may transfer your Personal Information to third parties, such as agents and contractors hired to perform processing or business operation services for us, such as fulfilment services, technical support, delivery services and financial services. We use contractual means to provide a comparable level of protection by these third parties while the Personal information is being held or processed by the third party.

Co-Branded Web Sites. Sears Optical Canada may partner with other companies to provide you with a service or information about a product through a web site. On the homepage of a co-branded web site you will generally see Sears Optical Canada's name and the name of its co-branded partner(s). Any information that you provide on a co-branded web site will generally be collected and used by both Sears Optical Canada and its co-branded partner for the purposes identified at the time of collection. Accordingly, we encourage you to read the privacy policy of our co-branded partner, as it may differ in some respects from our own. Reading our partner's policy will help you decide whether to provide your information to a co-branded web site.

Sale, Assignment of Business. In the event Sears Optical Canada goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its products or assets, your personal information will likely be transferred. We will make every effort to notify you via e-mail, letter or public posting of any such change in the control of your Personal Information.

No Consent Required by Law. In certain limited circumstances, organizations may collection, use and disclose personal information without your consent. For example, we may disclose your Personal Information without your consent in the following circumstances:

- for judicial and administrative proceedings pursuant to legal authority;
- to assist law enforcement officials in their law enforcement duties; or
- to assist public health officials avert a serious threat to the health or safety of you or any other person.

CANADA – PRIVACY POLICY

RETENTION

We retain your Personal Information as long as necessary to fulfil identified purposes, (which includes retaining records of your past purchases to assist in you re-ordering or making future purchases) unless a longer retention is permitted or required by law.

ACCURACY

Sears Optical Canada takes reasonable steps to ensure your Personal Information is accurate, complete, and up-to-date. However, in certain circumstances, we rely upon you to advise us if your Personal Information changes. If you notify us that your Personal Information is inaccurate or incomplete, we will take steps to correct, delete, or add to it, as appropriate.

SAFEGUARDS

We use physical, administrative and technical safeguards, appropriate to the sensitivity of the information, to protect your Personal Information against loss, theft, misuse, unauthorized access, disclosure, copying and alteration. Safeguards used include encryption technologies.

YOUR RIGHT TO YOUR PERSONAL INFORMATION

Access. You have the right to request access to your Personal Information in writing. To request access, you may obtain a Request for Access Form from our Privacy Office or by sending a letter to the Privacy Office. If you need help in completing your access request, please contact our Privacy Office. We may charge you a reasonable cost based fee for expenses such as copies and staff time.

This right is not absolute and we may have to deny or limit your request in certain circumstances, for example, if the requested information is subject to solicitor-client or litigation privilege, or would reveal personal information about another individual. Sears Optical Canada will notify you in writing of the reasons for the denial.

Disclosure Accounting

You have the right to receive an accounting of the instances in which we disclosed your Personal Information to a third party.

Amendment

You have the right to request that we amend or correct your Personal Information. Your request must be in writing, and it must explain why the Personal Information should be amended. We may deny your request under

CANADA – PRIVACY POLICY

certain circumstances. You may obtain a Request for Amendment Form from our Privacy Office.

QUESTIONS AND COMPLIANCE CONCERNS

If you have any questions about the Policy or our handling of your Personal Information or if you are concerned that we may have violated your privacy rights, or you disagree with a decision we made about access to your Personal Information or in response to a request you made to amend your Personal Information, please contact us.

Contact Information

Privacy Office
Luxottica Retail
4000 Luxottica Place
Mason, Ohio, 45040
Phone: 513-765-4321
Email: privacyoffice@luxotticaretail.com

You also may submit a written complaint to the Privacy Commissioner of Canada. We will provide you with the address to file your complaint upon request.

Thank you for entrusting Sears Optical Canada with your eyewear needs.