

**BETTER BUSINESS BUREAU®**505-700 Industrial Ave
Ottawa, ON K1G 0Y9Tel: (613) 237-4856 Fax: (613) 237-4878
Toll Free (877) 859-8566
Email: accreditation@ottawa.bbb.org
www.bbb.org**FOR OFFICE USE ONLY**Accreditation #:
_____Approved:
_____**IDENTIFICATION**

<i>Company Name</i>		<i>Date</i>
<i>Address</i>		<i>Number of Employees</i>
<i>City</i>	<i>Province</i>	<i>Postal Code</i>
<i>Mailing Address</i>		<i>Notes</i>
<i>City</i>	<i>Province</i>	<i>Postal Code</i>
<i>Email Address</i>		<i>Web Site*</i>
<i>Telephone #1</i>		<i>Fax</i>
<i>Telephone #2</i>		<i>Other</i>
<i>Type of business</i>		

HISTORY & OPERATIONS

<i>Date Established</i>	<i>Sole Proprietorship</i>	<i>Partnership</i>	<i>Corporation</i>	<i>Incorporation Date</i>	<i>Provincial or Federal Incorporation</i>
	—	—	—		
<i>GST #</i>	<i>Industry License required? #</i>		<i>Incorporation #</i>		
<i>Head Office</i>	<i>Address</i>	<i>City</i>	<i>Province</i>	<i>Postal Code</i>	
<i>Principal Name</i>			<i>Title</i>		
<i>Principal Name</i>			<i>Title</i>		
<i>Complaint Contact</i>		<i>Position</i>	<i>Telephone Extension</i>		
<i>State any current professional affiliations:</i>					
<i>State any previous or current business ownership:</i>			<i>Referred by: Company/Contact Names</i>		

*BBBOnLine Keywords: Please provide 6 relevant keywords that best represent your company. These keywords will be used to identify your company in the BBBOnLine participants search engine:

BBB Representative's Signature

Fee _____ + \$85.00 + GST (# 2988702) _____ = _____

___ Visa ___ MC ___ AMEX Card # _____ expiry _____



BBB ACCREDITATION AGREEMENT

_____ [Business name] (You) apply for annual accreditation and want to advertise your BBB accreditation and accordingly agree to abide by the terms and conditions set forth below. You understand that the rights of accreditation, including the right to identify accreditation, begin when you are notified this agreement has been signed by BBB.

1. BBB Accreditation Standards

You agree that you have read and understand the attached BBB Code of Business Practices (Standards) and certify that you meet these Standards. You agree to resolve your customers' disputes in accordance with the Standards and any dispute resolution rules that may apply. See rules for binding arbitration at: www.bbb.org or contact BBB for a copy. The Standards and dispute resolution rules may be unilaterally amended by BBB from time to time. Current Standards and rules shall apply to you.

2. Authorization to Use BBB Trademarks

a. Permission to Identify Accreditation. During the term of this agreement, BBB grants you a non-exclusive, non-assignable and non-transferable license to use BBB name and seal *only* as prescribed below. You understand that, if you merge, get acquired or consolidate with another business, you must inform BBB, and the new business must re-qualify for BBB accreditation. You agree that BBB name and seals may not be otherwise used, copied, reproduced, or altered in any manner. BBB will provide the seals in various sizes to you. You must receive prior written permission to use another size. Nothing in this agreement or in your use of these marks will give you any right whatsoever in them or in ones similar beyond the right granted in this agreement.

b. Accreditation Plaques and Decals. You may display BBB's plaque and decal at your place of business and at trade shows in accordance with policy. You may also display a decal on your business-owned vehicles.

c. Advertising and Business Documents. You may, within the BBB's geographic service area (as shown in Attachment 2), state "BBB Accredited Business". In addition, you may also display the seal in the following media: newspapers, periodicals, billboards, posters, direct mail, flyers, or other directory advertising, telephone, TV or radio spots, business cards, stationery, invoices, facsimile cover sheets and other business documents. Please note there is a special version of the seal for use in Yellow Pages.

d. Online identification/BBBOnLine®.

i. You may also choose to display a BBBOnLine seal and identify your BBB accreditation on your Web site in accordance to the BBBOnLine Code of Advertising (see www.bbb.org). You *must* use the then in effect BBBOnLine seal to allow consumers to verify BBB accreditation and BBBOnLine participation at which time you will be authorized to state "BBB Accredited Business."

ii. You may display the BBBOnLine seal and accreditation statement anywhere on your Web site or on sites where you advertise, provided that your seal links to a BBBOnLine confirmation page.

iii. You understand that the seal will be hyperlinked to a confirmation page and your BBB Reliability Report.

3. Suspension/Termination

a. By BBB. If BBB suspends you under its Bylaws, or if you are suspended from participating in BBBOnLine, you agree to cease immediately using BBB trademarks in all transient media specified in Paragraph 2(c) and (d). Upon revocation, BBB will disable the BBBOnLine seal's authentication until you remove it from your Web site. If revoked, you may request review of the revocation under applicable procedures set forth in our Bylaws. Unless the revocation is set aside following a review, revocation will become final and this agreement will be terminated. BBB may terminate this agreement at any time if the marks licensed herein are invalidated or cancelled, if you violate the terms of this agreement, or if you are terminated as a BBB Accredited Business. If terminated, you agree to cease immediately using BBB trademarks in all media and to remove our plaque and decals from all places where displayed.

b. By You. You may terminate this agreement on thirty (30) days written notice to us.

c. Following termination, you agree to immediately destroy any materials bearing BBB trademarks and to remove BBB plaque and decals and all BBBOnLine identification. You will be obligated to comply with any

dispute resolution obligations that arise under this agreement prior to termination. If you continue to use any BBB trademarks following termination, you will be obligated to resolve your customer disputes in accordance with Paragraph 1.

4. Fees

You agree to pay Accreditation fees as prescribed by BBB's Board. All fees shall be deemed fully earned once paid and shall be non-refundable.

5. Indemnification

You agree to indemnify and hold BBB, Council of Better Business Bureaus, Inc. (as trademark owner on behalf of the BBB system) and their officers and directors harmless against any loss, damage or expense (whether direct, indirect or consequential), including reasonable lawyer's fees, arising out of any misuse of BBB trademarks or of any violation of the terms and conditions of this agreement. You also agree to indemnify and hold BBB and CBBB harmless against any loss, damage or expense, including reasonable lawyer's fees, with respect to all third party claims of any kind, including product liability, arising in connection with its product(s) or service(s).

6. Limitation of Liability

You agree you will not sue for monetary damages on any matter concerning this agreement. BBB makes no representations, warranties, or covenants of any kind, either expressed or implied, regarding title to or ownership of any rights in any marks, validity of any marks, the right to license any marks or non-infringement of the rights of others in any marks.

7. Relationship of Parties

a. You are not and will not represent yourself as an agent, representative, partner, subsidiary, joint venture, or employee of BBB, nor can you represent that you have any authority to bind or obligate BBB in any manner or in any thing. You shall not challenge the rights of BBB in and to its trademarks, or take any action inconsistent with such rights.

b. Nothing in this agreement or in your use of BBB name or seals shall confer any endorsement or approval of your products or services. Your use of these marks is intended only to convey BBB accreditation and a commitment to abide by BBB Accreditation Standards, including customer dispute resolution, and you agree to only use BBB marks in such a manner.

I declare the information provided in this application to be truthful. I understand that this application is submitted for review and approval by the Better Business Bureau, and that my company's accreditation with the BBB will not become effective until this application has been accepted by the BBB's Board of Directors. Additional programs must be applied for separately and are subject to approval.

I (as an authorized Representative of the Business) have read, understand and agree to adhere to the Code of Business Practices / Standards (see attached) and to the Accreditation Agreement.

_____ of _____
(Print Name) (Print Company Name)

Authorized Company Signature

President & CEO of BBB

Date



BBB Code of Business Practices (BBB Accreditation Standards)

The BBB Code of Business Practices represents sound advertising, selling and customer service practices that enhance customer trust and confidence in business. The Code is built on the BBB Standards for Trust, eight principles that summarize important elements of creating and maintaining trust in business.

This Code also represents standards for business accreditation by BBB. Businesses based in the United States and Canada that meet these standards and complete application procedures will be accredited by BBB.

To be accredited by BBB a business or organization affirms that it meets and will abide by the following standards:

1. Build Trust

Establish and maintain a positive track record in the marketplace.

An accredited business or organization agrees to:

- A. Have been operational (actively selling products or services) in any BBB service area for at least the most recent 12 months, unless the principal(s) previously operated a similar business with an eligible record (one that qualifies for BBB accreditation).
- B. Fulfill all licensing and bonding requirements of applicable jurisdictions; provide all license and bonding information upon application for BBB accreditation; and provide periodic updates upon request of BBB.
- C. Be free from government action that demonstrates a significant failure to support BBB ethical principles in marketplace transactions (this requires a determination by BBB as to the nature of any violation, whether it was caused or condoned by management, and actions taken to resolve underlying issues that led to the government action).
- D. Be free of an unsatisfactory rating and maintain at least a B rating at the accrediting BBB and the BBB where it is headquartered, if different.
- E. In its relationship with BBB:
 - meet all applicable standards within this Code of Business Practices
 - cooperate with BBB's activities and efforts to promote voluntary self-regulation within the business' industry
 - honour any settlements, agreements or decisions reached as an outcome of a BBB dispute resolution process
 - complete the required application and pay all monetary obligations to BBB in a timely manner.

2. Advertise Honestly

Adhere to established standards of advertising and selling.

An accredited business or organization agrees to:

- A. Follow federal, state/provincial and local advertising laws.
- B. Abide by the BBB Code of Advertising, available online at: <http://www.bbb.org/membership/codeofad.asp>. Supply, upon request, substantiation for advertising and selling claims. Correct advertising and selling practices, when recommended by BBB.
- C. Adhere to applicable BBB industry codes of advertising.
- D. Cooperate with BBB self-regulatory programs for the resolution of advertising disputes.
- E. Use the BBB name and logos in accordance with BBB policy.
- F. Avoid misleading customers by creating the false impression of sponsorship, endorsement, popularity, trustworthiness, product quality or business size through the misuse of logos, trustmarks, pictures, testimonials, or other means.

3. Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

An accredited business or organization agrees to:

- A. Make known all material facts in both written and verbal representations, remembering that misrepresentation may result not only from direct statements but by omitting or obscuring relevant facts.
- B. Ensure that any written materials are readily available, clear, accurate and complete.

4. Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

An accredited business or organization agrees to:

- A. Upon request, provide BBB with all information required to evaluate compliance with BBB standards. This may include, but is not limited to business name, address and contact information; names and background of principals; business and banking references; licensing and/or professional accreditation; and a complete description of the nature of the business.
- B. Clearly disclose to customers:
 - direct and effective means to contact the business
 - terms of any written contract
 - any guarantees or warranties accompanying a product
 - any restrictions or limitations imposed (e.g. limited supply, maximum number available per customer)
 - the business' return/refund policy
 - any recurring commitment into which the customer may be entering, including information on how future billing will occur

- total cost of the transaction, including tax, shipping and handling, and other related charges

C. If selling products or providing services on Web sites or via other electronic means:

- provide any required product labeling information
- disclose the nature and terms of shipping, including any known delays or shortages of stock
- provide an opportunity to review and confirm the transaction before the sale is completed
- provide a receipt summarizing the transaction after the purchase

5. Honour Promises

Abide by all written agreements and verbal representations.

An accredited business or organization agrees to:

- A. Fulfill contracts signed and agreements reached.
- B. Honour representations by correcting mistakes as quickly as possible.

6. Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

An accredited business or organization agrees to:

- A. Promptly respond to all complaints forwarded by BBB by:
1. Resolving the complaint directly with the complainant and notifying BBB, or
 2. Providing BBB with a response that BBB determines:
 - is professional,
 - addresses all of the issues raised by the complainant,
 - includes appropriate evidence and documents supporting the business' position, and
 - explains why any relief sought by the complainant cannot or should not be granted.
- B. Make a good faith effort to resolve disputes, which includes mediation if requested by BBB. Other dispute resolution options, including arbitration, may be recommended by BBB when other efforts to resolve a dispute have failed. BBB may consider a business' willingness to participate in recommended dispute resolution options in determining compliance with these standards.
- C. Comply with any settlements, agreements or decisions reached as an outcome of a BBB dispute resolution process.
- D. Cooperate with BBB in efforts to eliminate the underlying cause of patterns of customer complaints that are identified by BBB.

7. Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of customers regarding the use of their information.

An accredited business or organization agrees to:

- A. Respect Privacy
- Businesses conducting e-commerce agree to disclose on their Web site the following:

- what information they collect,
- with whom it is shared,
- how it can be corrected,
- how it is secured,
- how policy changes will be communicated, and;
- how to address concerns over misuse of personal data.

B. Secure Sensitive Data

Businesses that collect sensitive data online (credit card, bank account numbers, Social Insurance number, salary or other personal financial information, medical history or records, etc.) will ensure that it is transmitted via secure means.

Businesses will make best efforts to comply with industry standards for the protection and proper disposal of all sensitive data, both online and offline.

C. Honour Customer Preferences

Businesses agree to respect customer preferences regarding contact by telephone, fax and e-mail, and agree to remedy the underlying cause of any failure to do so.

8. Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity.

An accredited business or organization agrees to:

Avoid involvement, by the business or its principals, in activities that reflect unfavorably on, or otherwise adversely affect the public image of BBB or its accredited businesses.



Better Business Bureau® *serving Eastern and Northern Ontario and the Outaouais*



2010 FEE SCHEDULE (now includes BBBO nLine)

Employees (annual# of part time, full time and seasonal personnel.)	Annual Fee	One Time Processing Fee	GST 5%	Total
0-4	\$ 295.00	\$ 85	\$ 19.00	\$ 399.00
5-10	\$ 350.00	\$ 85	\$ 21.75	\$ 456.75
11-25	\$ 400.00	\$ 85	\$ 24.25	\$ 509.25
26-50	\$ 450.00	\$ 85	\$ 26.75	\$ 561.75
51-80	\$ 525.00	\$ 85	\$ 30.50	\$ 640.50
81-125	\$ 600.00	\$ 85	\$ 34.25	\$ 719.25
126-200	\$ 700.00	\$ 85	\$ 39.25	\$ 824.25
201-400	\$ 850.00	\$ 85	\$ 46.75	\$ 981.75
401-600	\$ 1,100.00	\$ 85	\$ 59.25	\$ 1,244.25
601-plus	\$ 1,400.00	\$ 85	\$ 74.25	\$ 1,559.25
2 nd & 3 rd Business (same owner)	Discounted by 25%			
4 th & + Business (same owner)	Discounted by 50%			
Vehicle Decals (5 1/2 x 7 1/2)	\$ 5.00		\$0.25	\$ 5.25

GST # 122988702