

Section	Basic Plan Details
Basic Plan Overview	The Basic Plan provides an essential business presence for a business owner who requests and actively manages a listing on Safe and Trusted Canada. The Basic Plan is an advertising plan. Selecting the Basic Plan does not mean that a business is more trustworthy, credible or qualified than another business.
Basic Plan Availability	The Basic Plan is free and is available only when requested. The business owner or an authorized representative must request the Basic Plan and receive access to manage the business profile.
BASIC PLAN REMOVAL OR ARCHIVING	There is no monthly or annual payment and no cancellation fee. The business owner or an authorized representative may request removal or archiving of the Basic Listing at any time.
Categories and Trade Areas	The Basic Plan includes up to 1 Primary Category, up to 5 Subcategories and 1 City or Town Trade Area. The Basic Plan does not include a Provincial Trade Area. Only one business profile is required. The profile may appear in all approved categories and subcategories selected by the business. The business's actual physical location remains clearly identified.
Basic Presentation and Visibility	Basic Listings provide an essential business presence on Safe and Trusted Canada. Basic Listings are displayed after Professional, Advanced, Standard and Plus Listings and before Information-Only Profiles. When more than one Basic Listing appears in the same category and geographic area, the businesses are displayed according to the date their Basic Listings were activated.
Extended Visibility	Extended Visibility is not available with the Basic Plan.

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What Makes Us Different?	Listings do not rotate or change position based on proximity to the consumer. Your position in the database is determined by your selected Listing Plan and the date your listing was activated. Your profile gives consumers everything they need to know about your business in one click.
Consumer Search Options	Consumers can search within Trade Areas by Province, City or Town, and Business Category. Consumers can also search directly by Business Name, the last four digits of the business telephone number, and identified Business or Contractor Credentials. These search options help consumers locate a particular business or compare businesses using the location, services and information that matter to them.
Managed by the Business Owner	The business owner or an authorized representative receives access to a password-protected account. The business may manage its business description, products and services, contact information, categories, Business Credentials, Contractor Credentials, reviews and ratings, promotions, job postings, and accreditation, registration or professional affiliation information. The business may connect its listing to its main website, social media accounts and review sites. Direct links to multiple website pages, managed image uploads, PDF documents, YouTube links and Request eQuotes are not included with the Basic Plan. Each Basic Listing includes a customer review QR code. Every listing view is measured. Automatic assistance and built-in instructions are available.
Managed by Safe and Trusted Canada	To help protect the integrity, security, ease of use and professional presentation of every listing, certain profile elements are managed by Safe and Trusted Canada in consultation with the business owner or authorized representative. Changes may be submitted by email or another approved communication method.
Professional Affiliations	Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse or recommend any business. A business may choose to display its accreditation, registration or professional affiliation as information for consumers. Listing levels control advertising visibility and profile presentation only. Businesses present their information. Consumers decide which business best meets their needs. All Basic Listings are subject to the Safe and Trusted Canada Terms and Conditions.