

# Advanced Plan

| Section                                     | Advanced Plan Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>Advanced Plan Overview</b>               | <p>The Advanced Plan is designed for businesses seeking strong advertising visibility, a complete profile presentation, broad category coverage and service coverage within an approved City or Town Trade Area.</p> <p>The Advanced Plan is an advertising plan. Selecting the Advanced Plan does not mean that a business is more trustworthy, credible or qualified than another business.</p>                                                                                                                                                                                                                      |
| <b>Advanced Plan Price</b>                  | <p>The Advanced Plan is \$399.00 plus GST per year.</p> <p>The monthly payment option is \$35.25 plus GST per month for 12 months.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>MONTHLY PLAN CANCELLATION</b>            | <p>A business owner may cancel a monthly Advanced Plan by providing 30 days' written notice.</p> <p>Following notice of cancellation, the business owner is responsible for two additional monthly payments. The Advanced Listing and its paid features remain available during the applicable cancellation period.</p>                                                                                                                                                                                                                                                                                                |
| <b>ANNUAL PLAN CANCELLATION</b>             | <p>The annual Advanced Plan automatically reactivates each year unless cancelled.</p> <p>A business owner may cancel the annual plan by providing written notice at least 60 days before the annual reactivation date. When proper notice is provided, there are no additional payments after the end of the current annual term.</p> <p>Annual payments already made are non-refundable. The Advanced Listing and its paid features remain available until the end of the current annual term.</p>                                                                                                                    |
| <b>Categories and Trade Area</b>            | <p>The Advanced Plan includes up to 4 Primary Categories, up to 40 Subcategories and 1 City or Town Trade Area.</p> <p>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.</p>                                                                                                                                                                                                                                                                                    |
| <b>Advanced Presentation and Visibility</b> | <p>Advanced Listings receive a high level of profile presentation and advertising visibility through Safe and Trusted Canada.</p> <p>Advanced Listings are displayed after Professional Listings and before Standard and Plus Listings.</p> <p>When more than one Advanced Listing appears in the same category and geographic area, the businesses are displayed according to the date their Advanced Listings were activated.</p>                                                                                                                                                                                    |
| <b>Participation Availability</b>           | <p>Advanced Listings may be limited by availability within a City, Town, Trade Area, or Province.</p> <p>Participation limits help preserve the advertising value of existing listings and keep category results relevant and manageable for consumers.</p>                                                                                                                                                                                                                                                                                                                                                            |
| <b>Extended Visibility</b>                  | <p>Extended Visibility Price: \$199.00 plus GST per year.</p> <p><b>Extended Visibility is optional and is not included in the Advanced Plan price.</b></p> <p>An eligible Advanced business may select 1 approved Provincial Trade Area. The business will be displayed as a Featured Listing in its applicable categories within that approved Provincial Trade Area.</p> <p>Contractors may only select a Provincial Trade Area where they are legally permitted to provide their services. Extended Visibility does not change the business's physical address or provide additional City or Town Trade Areas.</p> |

| Section                                              | Advanced Plan Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b>What Makes Us Different?</b>                      | <p>Listings do not rotate or change position based on proximity to the consumer.</p> <p>Your position in the database is determined by your selected Listing Plan and the date your listing was activated.</p> <p>Your profile gives consumers everything they need to know about your business in one click.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Consumer Search Options</b>                       | <p>Consumers can search within Trade Areas by Province, City or Town, and Business Category.</p> <p>Consumers can also search directly by Business Name, the last four digits of the business telephone number, and identified Business or Contractor Credentials.</p> <p>These search options help consumers locate a particular business or compare businesses using the location, services and information that matter to them.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Business and Contractor Credentials</b>           | <p>Business Credentials and Contractor Credentials are optional for businesses that are required to maintain accreditation, licensing, registration or membership through a governing or parent professional organization, including legal and dental professionals.</p> <p>Businesses that are not governed by a professional or regulatory organization are expected to state their applicable Business Credentials and Contractor Credentials.</p> <p>Identified Business or Contractor Credentials entered by the business are searchable by consumers. The business owner or authorized representative is responsible for ensuring that all credential information is accurate, current and true. Safe and Trusted Canada does not independently validate the information entered by a business.</p>                                                                                                                                                                                                               |
| <b>Managed by the Business Owner</b>                 | <p>The business owner or an authorized representative receives access to a password-protected account.</p> <p>The business may manage its business description, products and services, contact information, categories, Business Credentials, Contractor Credentials, reviews and ratings, eQuotes participation, and accreditation, registration or professional affiliation information.</p> <p>The business may connect its listing to its website, social media accounts and review sites. Advanced businesses may upload up to 10 approved images, 5 PDF documents and 5 YouTube video links.</p> <p>Each Advanced Listing includes a QR code that the business may provide to customers to help obtain reviews on the Safe and Trusted Canada platform. Automatic assistance and built-in instructions are available to help the business complete and manage its profile.</p>                                                                                                                                    |
| <b>Managed by Safe and Trusted Canada</b>            | <p>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.</p> <p>Changes may be submitted by email or another approved communication method.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Business Communications</b>                       | <p>By creating and maintaining an account, the business acknowledges and consents to receiving communications relating to its account, profile, participation and services in accordance with applicable laws, including Canada's Anti-Spam Legislation.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Professional Affiliations and Consumer Choice</b> | <p>Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse or recommend any business.</p> <p>Safe and Trusted Canada acknowledges independent organizations and professional bodies that establish standards and monitor the businesses or professionals under their authority.</p> <p>A business may choose to display its accreditation, registration or professional affiliation on its listing as information for consumers.</p> <p>Listing levels and Featured Listing placement control advertising visibility, geographic visibility and profile presentation. They do not represent accreditation, endorsement, validation, approval, ranking or a recommendation by Safe and Trusted Canada.</p> <p>Businesses present their information. Consumers review the available information and decide which business best meets their needs.</p> <p>All Advanced Listings are subject to the Safe and Trusted Canada Terms and Conditions.</p> |