



ConfidenceLineTM

Putting People First

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Overview of **ConfidenceLine™**

ConfidenceLine™ is a communications program that allows employees to anonymously report wrongdoing and sensitive issues within the workplace. It addresses legislated requirements under Multi-Lateral Instrument 52-110 pertaining to the new Corporate Governance Best Practices requirements that governs publicly traded companies. *ConfidenceLine™* provides a user-friendly conduit of information 24/7, either through third party intervention or a direct web based correspondence system. Both options are available in both English and French in a user friendly environment and have been designed to facilitate immediate access. These systems provide invaluable information that ensures all levels of an organization remain connected.

1. **ConfidenceLine™ Services**

ConfidenceLine™ offers the flexibility to allow an organization to choose the most effective means of providing employee access to the program. These options include a 1-800 call centre, a secure web based reporting system (e-Web) or a combination of the two services.

A. **Essential**

This program is suited for organizations wishing to enroll with an unbiased, independent service provider to facilitate concerns addressing workplace issues.

The program includes the following:

- Global capabilities with toll-free North American coverage for a Client's employees and affiliates.
- 24 X 7, 365-day access.
- Bilingual English/French services.
- Multilingual capabilities
- Web based technology for secure incident reporting and report management.
- Dedicated Interview Specialists.
- Special instructions and referrals required to deal with any level of crisis.
- Guidance and assistance with program launch and ongoing customer service support to properly promote and monitor the effectiveness of the program,
- Sensitive or emergency calls will be transferred to experienced Interview Specialists with investigation and interviewing strategies to deal with issues such as call legitimacy and threat assessment, 24 hours a day.
- Professional investigation and emergency response support by ex-law enforcement officers and trained investigators is available through our affiliation with BSG Corporation.

Occurrences are communicated to a designated contact within your organization. Issues are then managed within your organization with *ConfidenceLine™* facilitating communications with the Caller until the issue is resolved.



ConfidenceLine™ provides an included service that is unique to our program, the ability to elevate the response level with intervention of trained and experienced investigation professionals. In the event of a call of an urgent or sensitive nature, this service provides a more comprehensive approach. Such calls will immediately be transferred to an Interview Specialist.. These interviewers will apply advanced interviewing techniques to assess the validity, risk and urgency of the call and determine the appropriate level of response. These determinations will be acted on in accordance with direction received by the Client.

Organizations value our advanced offering because investigator support can provide valuable assistance in that:

- Crisis situations, which are unique in nature, require experienced personnel that can respond and guide your team throughout the crisis and resolution.
- Any documentation required for police involvement is thorough and complete. This will facilitate any future actions required on your part e.g. litigation and criminal charges.
- Through excellent rapport and established relationships, we are able to effectively liaise with local police on your behalf.
- *ConfidenceLine™* can bring about this extra level of assurance since it is the only service in North America to offer investigation and emergency response support when required.

Examples of calls that would be referred to an Interview Specialist include incidents:

1. involving fraud, theft, and/or financial irregularities,
2. where there is risk of threat or harm to employees, customers, or operations,
3. projected to reoccur within 24 hours,
4. where the Caller requests the escalation of the call.

B. e-Web Reporting Systems

ConfidenceLine™ offers a secure, state of the art, Web reporting communications process that allows for direct and confidential communication between the Caller and their employer. This communication tool permits the employee to anonymously log on to *ConfidenceLine™* from a designated domain and communicate any concerns via a secure Web Reporting system.

The program easily leads the employee through the process, first asking them to choose a topic, then guiding them through a series of questions relating to their concern. The employee is issued a User Name and Password to protect their identity. This password permits them to log back in at a later date to see if the company requires further information regarding the issue, or to receive an update on their report. If required, communication can be scheduled in a “chat room” forum, whereby the Company Designate and the Caller can communicate in real-time. Secure dialogue regarding the report continues until the company determines that the issue is resolved and/or the file is closed.

This form of communication is directly linked with the company's appointed Designate only, and provides an alternative to employees when they feel telephone disclosure to a third party may not be ideal. Since this is direct communication with your appointed Designate, there is no opportunity for any intervention by *ConfidenceLine* staff. This service is usually combined with our 1-800 service and provided under our Enhanced program.



C. Enhanced

Our Enhanced program provides optimum access to employees by combining the 1-800 call center service with the e-Web reporting system. This service is provided to help an organization demonstrate its commitment to its employees by ensuring that every person has a choice of access to the service that facilitates their individual needs. The Enhanced model is about options and flexibility and is provided at a nominal fee as described in the pricing quote provided.

2. Promotion and Ongoing Awareness

We realize that each organization has a unique corporate culture. The introduction of an Ethics and Workplace program can represent certain challenges regarding communication, implementation and information tools that blend in well with brand and brand values. We have experience in this regard and by understanding your needs we can customize the program based on your unique situation.

Tools available to you for launching, promoting and elevating awareness of the *ConfidenceLine*™ program include: information pamphlets, wallet cards and our poster program.

A. Resources

It is important to ensure the program is actively promoted through the use of periodic reminders. You can use the *ConfidenceLine*™ resources available to you to maintain prominence in the workplace. Our graphics design department can assist you in customizing these promotional materials to include your corporate logo or any other specification you made require.

ConfidenceLine™ Information Pamphlets

New employees should be given the *ConfidenceLine*™ Information Pamphlet as part of the orientation material they receive. The Executive Letter may also be given at this time, although these are most effective prior to the official introduction of the program.

ConfidenceLine™ Wallet Cards

Wallet Cards should be provided to all new employees when they are hired. This will make the phone number readily available to any employee wishing to utilize the program.

ConfidenceLine™ Posters can be placed in any appropriate location within the workplace. Consideration should include volume of traffic, nature of activity, competition with other displays, etc. Placing the poster in lunchrooms, staff lounges, or in locker rooms are just a few of the many suitable places. Moving the poster periodically will serve to re-focus employee's attention on the material.



3. Call and Reporting Procedures

Overview

Our 24 hour Call Centre receives calls from your employees and our Caller Assistants create a report based on the content of the call.

As stated, if the call is related to a matter of fraud, theft or accounting irregularities, the Caller will be transferred to our Interview Specialists. These are professional ex-law enforcement agents with specialized backgrounds in interview, investigation and reporting techniques.

The detailed information from the employee will be transmitted to the Client Designate over our *ConfidenceLine*™ Web application. The Client Designate will be notified via email alert that a new Report has been posted.

We advise Callers to check in with *ConfidenceLine*™ within two or three days of their initial call in the event that more specific information needs to be gathered from the Caller. The Client Designate has the ability to request and receive information through the *ConfidenceLine*™ Web application-messaging feature.

Once the investigation is complete, the Client Designate may report the results of the inquiry and the action taken directly on the web application to be communicated to the Caller.

A. Report Involving Client Designate or Corporate Senior Executive

A pre-determined protocol and course of action will be established to deal with a call that may be received pertaining to a Client Designate or Corporate Senior Executive. This protocol is determined in order to instruct our Call Assistants or Interview Specialists in how to handle such a situation. Under no circumstances will that report be forwarded by means of the *ConfidenceLine*™ Web Application, unless specifically instructed to do so.



4. Technical Data Centre Infrastructure Specifications

BSG Corporation owns and occupies its own stand-alone building in Calgary, Alberta. All IT equipment is contained on site in our secure facility. In view of the sensitive nature of our business enterprise and operations, our facility exceeds the highest level of security standards.

ConfidenceLine™ has partnered with Trandsoft Research in the development of this feature rich web based application. This patented software is exclusive to *ConfidenceLine™* and allows for customization and flexibility to meet specific client needs providing on site complete Web hosting, network monitoring and support.

5. ConfidenceLine™ Call Center

ConfidenceLine™ has developed a strategic partnership with Calgary based PDL Mobility and Call Centers. *ConfidenceLine™* and PDL have signed formal non-competition and confidentiality agreements. *ConfidenceLine™* personally selects PDL candidates to perform the duties of a Caller Assistant.

To ensure Callers receive the best possible service and to take every measure to assure confidentiality, *ConfidenceLine™* applies stringent measures in the selection and training of our Caller Assistants.

Our web application is designed in such a way that once a report is taken by our Caller Assistants, the report is electronically transferred to our Senior Administrators for review of content, who in turn create an email alert notification to the appropriate Client Designate. To maintain the highest level of security, confidentiality and limit access to sensitive information, Caller Assistants no longer have access to that report or any other report in the database. Only our Senior administrators are authorized to interact with the Caller when they call back with more information or updates.

The review performed by our Senior Administrators includes a check for report detail and accuracy, that there is no reporting bias, and also to ensure that if any one of the Client Designates or Senior Executive is implicated in the report they will not be provided access to it. See Item 3.A).

6. Bi-lingual Partners

The *ConfidenceLine™* program is offered in both English and French (*LigneConfidentielle™*). We have partnered with CFL Solutions, our Montreal based investigation firm to provide complete French speaking interview capabilities including report writing in French, as well as investigative support for our French speaking clients and their employees.

PDL Mobility and Call Centre hosts a bi-lingual call center service in Cornwall, Ontario. These Call Assistants have been trained to the same level as their English speaking counterparts and allow for interviews and reporting in French.

7. Summary

- *ConfidenceLine™* is recognized as pioneering monitored ethics reporting systems in Canada since 1992.
- *ConfidenceLine™* is the **Canadian** solution when seeking reliable ethics reporting services.
- *ConfidenceLine™* is able to assure the highest level of protection regarding Caller/Client privacy, as it is not subject to The Patriot Act legislation, as are US service providers.
- Only *ConfidenceLine™* provides additional support and elevated response services through professionally trained Interview Specialists.
- *ConfidenceLine™* meets and exceeds the legislated compliancy requirements of Multi-lateral instrument 52-110 as well as PIPEDA & PIPA privacy legislation.
- National & international capabilities.
- *ConfidenceLine™* provides flexibility to address your unique company culture and specific organizational needs.
- *ConfidenceLine™* is an effective solution for ethics reporting at a fraction of the cost of setting up and managing an in-house program.