

Particulars of Notice of Contravention and Review Decision

S. 49(1) Private Career Colleges Act, 2005

Tuesday July 6, 2010

These particulars are posted following the issuance of an administrative penalty for which a review was requested. Penalties may be reviewed upon request within 15 days of receipt of a Notice of Contravention. The review decision is made considering not only the information originally available at the time the Notice of Contravention was issued, but also any new information not previously available that may have been supplied in support of the request for a review. On review, an administrative penalty may be upheld, rescinded or reduced. A review decision is final.

Original service date: March 23, 2010

Elsa Chau
6721249 Canada Inc. operating as A Touch of Love – Markham’s Day Spaw for Pets
4981 Highway 7, Unit #9
Markham, ON L3R 1N1

and

6721249 Canada Inc. operating as A Touch of Love – Markham’s Day Spaw for Pets
65 Cheetah Crescent
Scarborough, Ontario, M1B 6J8

Description:	Original Amount:	Review Decision:
<p>PCCA, s. 11 Restrictions on advertising and soliciting</p> <p>On March 12, 2010, the website (www.atouchoflove.ca) was reviewed by Ministry staff, who found it advertising a full-time certificate program in pet grooming which teaches students to become professional stylists and consists of 6 months of instruction, 5 days per week at 40 hours per week. Tuition fees cost \$8,000. Based on this information, the full-time certificate program in pet grooming would consist of approximately 960 hours and would therefore fit the definition of vocational programs according to the PCCA, 2005 and requires the approval of the Superintendent of Private Career Colleges.</p>	<p>\$1,000 per day</p>	<p>The penalty was reduced to \$500 per day, for the period of March 24, 2010 to March 25, 2010 (inclusive).</p> <p>The balance of evidence available indicates that 6721249 Canada Inc. was advertising an unapproved vocational program. 6721249 Canada Inc. came into compliance by removing all advertising of a vocational program from its website.</p>
Total:		\$1,000