

At CanSIA, we are committed to protecting the privacy of our members. For that reason, we have taken, and will continue to take, measures that protect the privacy of personal information held by us.

### **PERSONAL INFORMATION COLLECTED**

Personal information means information that would allow a specific individual to be identified or information that can be directly associated with an individual. We collect the following information about you:

- Name;
- Address and postal code;
- E-mail address;
- Telephone number;
- Payment card number and expiry date;
- CanSIA Product or service preferences; and
- Opinions about CanSIA products or services.

When you visit our web site, we also collect:

- Information about your computer, including IP address, operating system, browser use and your computer's location; and
- What pages you visit on our site and what links you click on.

We only collect such personal information as is strictly necessary for the purposes of admitting new members or when you choose to sign up for a newsletter or our subscription list, either in hard or soft copy format.

We collect personal information when:

- you apply for membership;
- when you renew your membership;
- when you sign up for a Newsletter or other subscription lists;
- when you contact us;

- when you sign up for Member Services like registration for conferences or to use our Web site; and
- when you place orders or make purchases at our office, or on our Web site, by telephone, mail or facsimile.

## **CONSENT**

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we assume you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no. If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at any time, by contacting us at [eseegmiller@cansia.ca](mailto:eseegmiller@cansia.ca).

## **USE OF PERSONAL INFORMATION**

The main reasons we collect personal information are:

- Approving you as a member when you apply for membership;
- Managing the provision of goods, services and privileges to you, including monitoring your membership and credit status from time to time;
- Managing invoicing, accounting and information security services related to our transactions with you;
- Monitoring your satisfaction with our programs, the services offered by us and contacting you regarding the status of such programs and services (for example, to inform you of changes to, or the termination of particular Services offered to members);
- Marketing;
- Because it may be useful in the future.

If it's a necessary part of any of these transactions, we may disclose your information to another company, including marketing firms, partners, suppliers and third party contractors. For example, when you apply for credit, we pass on your personal information to a credit reporting agency so we can complete a credit check. We also pass on your name and address to a courier company to complete a delivery.

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. Certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

Personal information is retained only for so long as is necessary for the purposes set out above. When no longer required, we will destroy, erase or de-personalize the personal information. Legal requirements may necessitate our retaining some or all of the personal information we hold for a period of time that is longer than we might otherwise hold it.

## **GENERAL**

To ensure that the personal information you provided is accurate, complete and up-to-date, we urge you to provide us with updates regarding such information and to inform us of any errors affecting the personal information and any other information we hold. You may update, review or correct your CanSIA on-line account information at any time by accessing your password-protected registration profile via the members' section area of the Web site.

When you click on links on our web site, it may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

CanSIA may disclose your personal information if we are required by law to do so.

If CanSIA is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products or services to you.

CanSIA reserves the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **QUESTIONS, COMMENTS, ADDITIONAL INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer, Erin Seegmiller, at [eseegmiller@cansia.ca](mailto:eseegmiller@cansia.ca).