



Boating BC Privacy Policy

December 6, 2019

By accessing or using a Boating BC Association (“**Boating BC**” or “**We**”) website, you signify that you have read, understand and agree to this Privacy Policy. Further, by accessing or using a website of Boating BC, or a website produced by Canadian Boat Shows Inc., (“**CBSI**”) for the purposes of the Vancouver Boat Show, such a visit will signify that you have read, understand and agree to this Privacy Policy in addition to any Privacy Policy issued by CBSI, and by entering any contest organized by CBSI at the Vancouver Boat Show, who similarly consent to this Privacy Policy. CBSI and Boating BC are associated entities as CBSI is retained by Boating BC for the purposes of producing the Vancouver Boat Show. This Privacy Policy also applies to all members of Boating BC.

We reserve the right, at our sole discretion, to change, modify, add, or delete portions of this Privacy Policy. If we do this, we will notify you of the change and post the changes to this Privacy Policy on Boating BC’s website and will indicate at the top of this page the date this Privacy Policy was last revised. Your continued use of a Boating BC website or website produced by CBSI for the purposes of the Vancouver Boat Show after any such changes are posted constitutes your acceptance of the new Privacy Policy. Your consent to this Privacy Policy may be implied where you do not expressly give consent but where you volunteer information for an obvious purpose, and a reasonable person would consider the disclosure of such information reasonable.

This Privacy Policy is separate from and in addition to any Privacy Policy issued by CBSI.

Children

If you are under the age of 18, be sure to obtain your parent’s or guardian’s permission before you send any personal information to us or anyone else. We encourage parents to get involved with their children’s online usage and to be aware of the activities in which they are participating.

Privacy Policy

Our Commitment to Privacy

Boating BC knows that protecting the privacy and confidentiality of your personal information is important to you. This Privacy Policy governs the collection, use and disclosure of your personal information in any form, whether written or electronic, by Boating BC and its affiliates (being CBSI). The collection use and disclosure of your personal information is governed by the *Personal Information Protection Act*, SBC 2003, c 63 (the “Act”) and any other applicable provincial legislation. The Act recognizes both the rights of individuals to protect their personal information and the need of organizations to collect, use, or disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances. This Privacy Policy explains what personal information may be collected from you and how it is used. It also explains how you can ask questions, make suggestions, and express concerns about our privacy practices.

This Privacy Policy applies only to personal information collected by Boating BC and its affiliates. Be aware that our websites may contain links to other websites that are maintained by third parties who are not required to comply with this Privacy Policy and for which Boating BC has no responsibility. Please review the privacy policies on any external websites to determine their information handling practices.

This Privacy Policy is available to the public through our websites and in paper form from Boating BC and on contest entry forms managed by CBSI at the Vancouver Boat Show and/or on any other contest entry form managed by Boating BC. If you have any additional concerns or questions, we encourage you to contact us and we will address your concerns to the best of our ability.

Please read this Privacy Policy carefully and check back periodically as we may update it from time to time. By submitting your personal information to Boating BC, you signify your agreement to the terms and conditions of this Privacy Policy.

What is Personal Information?

Personal information is a broadly defined term that includes information that is reasonably capable of identifying a particular individual either alone or when combined with information from other available sources. Some examples of personal information are: name, address, gender, education, income, financial information, medical and genetic information, date of birth, driver's license number, photographs or images of an individual, employment history, and product preferences.

Boating BC is responsible for personal information under its control. Boating BC has implemented policies and practices to give effect to this Privacy Policy, including training and communicating with our employees about the importance of privacy and implementing security procedures that reasonably protect the personal information you provide to us. In addition, Boating BC has appointed a Privacy Officer to oversee personal information-handling practices of Boating BC.

What is Excluded from Privacy Protection?

This Privacy Policy does not impose restrictions on: business contact information, including the name, title, business address or telephone number of an employee of an organization; publicly available information, such as an individual's name, telephone number and address when listed in a directory or made available through directory assistance; or information that is aggregated and not associated with a specific individual, including demographic information and statistics.

What Personal Information Do We Collect and Why?

We collect personal contact information (such as your name, address, email address and telephone numbers) if you: become a member of Boating BC; register on a website; sign up for a newsletter; enter a contest; participate in a research survey; purchase any product or service, including exhibitor space from Boating BC or its agents or affiliates, are an online advertiser; are a Boating BC service provider; or provide it to us when you attend a Boating BC-produced event. This information is used to fulfill your request for information, products or services, to understand your needs and provide a positive experience, as well as to respond to your inquiries. We collect only the minimum amount of personal information required to achieve the purpose of the collection set out in this Privacy Policy.

If you enter a contest or other promotion, we use your personal contact information to administer the contest or promotion, including contacting, announcing and promoting prizewinners. In addition, sometimes our contest rules provide that we may contact contest entrants with promotions and Boating BC news. Those rules will also include a way for you to indicate to us that you do not want to be contacted for this purpose. Some contests may also involve co-sponsors who have their own privacy practices. In these cases, the contest rules and/or entry forms will indicate that your personal information is being shared with these co-sponsors and will provide you with the ability to opt-out from receiving promotions and product information from them.

We collect demographic information, as well as purchase history and a list of promotions offered to you, in order to gain a better understanding of your interests so that we may develop better products and services and to determine your eligibility for other products and services.

We may also use demographic, personal contact and history information to contact you about changes, enhancements or other notices related to products or services you requested from us and that Boating BC provides. We keep notes and special instructions for members, event sponsors, exhibitors, event attendees and advertisers to help us fulfill your request and provide customer service.

We collect your credit card information if you: pay for membership, register to attend a paid event, purchase any product from Boating BC or through one of our websites. This credit card information is used for the purpose of fulfilling your order.

If you choose to opt-out of any use of your personal information in accordance with our opt-out policy, we will keep your contact information on a list so that your request may be honoured. If you provide a complaint to any of our departments, we will collect your contact information and the nature of your complaint for the purpose of investigating your concerns and responding to you.

If you use any of our websites, we may assign an internet cookie. An internet cookie is a small text file that a website stores on your internet browser and that can collect and store information. We use cookies to better understand how you use our websites, to make sure our ads and dynamic content are served correctly and to improve the performance of our websites. For example, a cookie may recall a set of preferences you have set for our website and record items that you have registered for. Storing cookies on your web browser allows us to present you with web pages and other content that are attuned with your preferences. These activities are invisible to you and are generally intended to improve your internet surfing convenience. Unless you have set your preferences so that you will be alerted when a cookie is being stored on your computer, you will not know about it. A cookie in no way gives us access to your computer.

If you are concerned about cookies, it is possible to turn them off in your web browser preferences. However, please be aware that by disabling cookies, you may not be able to use all portions of our websites, particularly pages requiring registration.

We may place advertising or other links on our websites that originate from outside advertisers. If you view these ads, the advertisers may assign a cookie. Boating BC does not control these cookies, nor is it responsible for any marketing or other use of your information by these advertisers.

We use IP (internet protocol) addresses, to gather demographic and statistical information about our users for systems administration and to diagnose problems with our servers and to administer our websites.

We generally use your personal information for the purposes of: managing, administering, collecting or otherwise enforcing your accounts, maintaining business records for reasonable periods of time and generally managing and administering our business and meeting all relevant Canadian and international regulatory, legal, insurance, audit, security and processing requirements.

Occasionally, we ask our members, exhibitors and consumers to complete market research surveys. If you choose to participate in these surveys and provide your personal information for that purpose, your information will be aggregated as part of the survey results and shared with our affiliates in a manner that does not identify you.

Other than as permitted or required by law, if we wish to collect, use or disclose your personal information for purposes that are not contemplated in this Privacy Policy, we will identify those purposes at the time of collection. You will be given a reasonable opportunity to opt-out of any such additional purposes.

Who Does Boating BC Disclose Personal Information to and Why?

Boating BC will not collect, use, or disclose personal information, except for the purposes identified above and in accordance with the Act, unless we have received additional consent or the processing is authorized without consent.

We will only disclose personal information in accordance with the Act or as required by law. The Act sets out a limited set of circumstances where personal information may be disclosed without your consent.

Boating BC may transfer your personal information to third party service providers in order to fulfill your order or perform processing and other specialized services (such as credit card or payment processing, prize fulfillment of our contests, collection of overdue accounts, management of customer service requests, and product delivery).

Boating BC may disclose your personal information to our affiliates for internal audit, management, billing or administrative purposes.

Boating BC may disclose your personal information if we need to comply with applicable federal and/or provincial laws and lawful governmental requests, other legal and regulatory authorities and for other legal reasons.

Boating BC may disclose your personal information on a confidential basis to parties connected with the contemplated or actual financing, insuring, sale, assignment or other disposal of all or part of our business or assets, including for the purposes of determining whether to proceed or continue with such transaction or business relationship or fulfilling any records or other reporting requirements to such parties.

Consent and Opt-out Policy

You may withdraw your consent for Boating BC to use, disclose or collect your personal information in accordance with this Privacy Policy at any time by giving us reasonable notice, unless your withdrawal of consent would frustrate our performance of a legal obligation.

Boating BC will not sell, distribute or lease personal information to third parties without your permission to do so.

If you are receiving e-newsletters, you may opt-out at any time by following the instructions at the bottom of any e-newsletter you receive. You may also call our Privacy Officer and request that you opt-out of e-newsletter subscriptions or email our Privacy Officer. It may take 2-4 weeks to fully process your opt-out request.

Generally, when you provide us with your personal information, we will assume that you consent to our collection, use and disclosure of such information for the purposes identified or described in this Privacy Policy, if applicable, or otherwise identified at the time of collection. As noted above, we reserve the right to use and disclose your personal information without your consent where required or permitted by the Act or other federal or provincial law. For example, if we have reasonable grounds to believe the information could be useful when investigating a contravention of a federal, provincial or foreign law, in order to protect or defend our legal interests, or to comply with applicable laws and lawful governmental requests.

Safeguards and Retention

Boating BC has technical, contractual, administrative and physical security measures to protect your personal information in a manner that is reasonable and appropriate to the nature of the personal information you

provide to Boating BC. For example, when you provide credit card information to us, we work to help protect the security of your credit card information by using industry standard secure sockets layer (SSL) encryption technology.

Please be aware that email is not a secure medium, and any personal information you send to us by email could be intercepted. If your communication is very sensitive or includes information such as your credit card number, you should not send it electronically unless the email is encrypted or your browser indicates that the access to our website is secure. Materials publicly posted online to Facebook, Twitter and other social media sites are not secure and may be viewed by anyone. Any personal information you post may be collected and used by anyone and may result in unsolicited messages from other internet users.

Boating BC is not responsible for personal information you choose to post or submit in any online forum on any of its websites.

The Act requires us to retain personal information used for at least one year. After a year has passed, we will securely destroy or anonymize personal information once it is no longer necessary to fulfill the above identified purposes or any other legal or business purpose.

How to Access and Correct Your Personal Information

Boating BC will take reasonable steps to ensure that personal information that we collect is accurate and complete.

If you are a member of Boating BC, you have access to a password-protected area that provides you with the means to access, update, correct, edit or delete certain subscribers or registration information by going to the appropriate page on the website and changing or deleting such information as desired. Alternatively, or for other information, you may call our head office at (604) 238-7500 and we will make the changes upon receipt of appropriate evidence.

You have a right to access your personal information stored by us, information about the ways in which their personal information is used or has been used and the names of individuals and organizations to which your personal information has been disclosed. We will give you access to the information we retain about you within a reasonable time, upon written request, satisfactory identification and proof of entitlement. If we deny your request, we will advise you in writing of the reason for the refusal and you may challenge our decision.

If you have requested certain information to be corrected, we will ensure the information is corrected and that the corrected information is sent to organizations we have disclosed that information to (if applicable). If, for some reason, we determine that a request or submission for correction is not reasonable we will inform you of this fact.

How to Address Concerns Regarding Your Privacy

Boating BC encourages you to contact us with any questions or concerns you have about your privacy or this Privacy Policy. If you have a question concerning Boating BC's Privacy Policy, would like a copy, or if you have any concerns, please contact our Privacy Officer by calling; emailing; or writing to:

The Executive Director of Boating BC/Privacy Officer:

1280-21331 Gordon Way
Richmond, BC V6W 1J9
Tel: 604 238 7500
Email: info@boatingbc.ca