



## Tourism Golden Privacy Policy

### Introduction

Protecting the privacy and the confidentiality of your information -- over the Internet, on the telephone, or through our office -- has always been fundamental to the way we do business at Tourism Golden. We operate on the basis of a Privacy Policy and related procedures that guide the handling of the personal and business information we collect. We have created this privacy statement in order to demonstrate our firm commitment to protecting the privacy of our partners and potential website visitors. This policy and related procedures are consistent with the Canadian Standards Association Model Code for the Protection of Personal Information (herein "CSA Model Code") and the British Columbia Personal Information Protection Act (herein "the Act").

If personal information is made anonymous by removing details so that an individual is not identifiable to the user or recipient of that information, it is not governed by this Policy but will still be treated with appropriate safeguards.

### Privacy Statement

This policy deals with personal information and contact information that may be collected as part of the business information handled by Tourism Golden.

### Definitions

**Personal information** is any information about an identifiable individual, whether it was collected before or after this Policy was first published, including but not limited to the individual's name, address, age, gender, identification numbers, income, employment, assets, liabilities, credit card numbers, credit ratings, financial plans and other finance-related information. Personal information may also include a physical description, habits, personality, character, marital history, immigration status, travel or movement details, lifestyle, leisure activities, professional or trade union memberships, and licenses and permits held. Personal information does not include contact information. With respect to any specific individual, Tourism Golden may or may not have personal information within these enumerated categories.

**Contact information** is any information to enable an individual at a place of business to be contacted and includes the name, position name or title, business telephone number, business address, business email or business fax number of the individual.

The following explains how Tourism Golden handles personal and contact information as it forms part of a business profile. Tourism Golden reserves the right to change this policy and it may be updated periodically. In the event of a change in the policy, which will affect our use of your information Tourism Golden will provide notice of the changes to all necessary individuals.

## **Accountability**

Tourism Golden is accountable for all personal information under its control. Tourism Golden can be reached by:

Email: [info@tourismgolden.com](mailto:info@tourismgolden.com)

Telephone: (250) 439-1111

Fax: (250) 439-1113

Tourism Golden

c/o Box 20181, Golden, BC, V0A 1H0

Any questions about the handling of personal information should be directed to Tourism Golden. Please see below for more information about the process for referring questions about Tourism Golden's handling of personal information.

## **Purpose of Personal Information**

The purpose for which Tourism Golden collects, uses, or discloses personal information will be identified at or before the time the information is collected. Tourism Golden may collect personal information for the following purposes:

1. To manage and promote Tourism Golden's operations.
2. To better understand the needs of Tourism Golden's customers and members, to provide promotional and other information about Tourism Golden and the Golden area, and to respond to specific requests.
3. To fulfill requests for reservations, bookings or other arrangements with third parties.
4. To operate and fulfill contests.
5. To comply with legal and regulatory requirements.

## **Marketing Services**

Tourism Golden may collect contact information from public sources to build its tourism industry business inventory to:

1. Broadcast email newsletters, events notices, meeting notices, industry issues and other relevant information.
2. Publish business information on the [www.tourismgolden.com](http://www.tourismgolden.com) website.
3. Supply marketing partners with one time access to contact information.

## **Limits for Collecting, Using, Disclosing and Keeping Personal Information**

Tourism Golden does not collect, use or disclose personal information of individuals except when individuals give consent, provide the information on a voluntary basis, or as required or authorized by law. There may be occasions where more specific personal information is necessary for us to proceed with a request for information, or provide you with a product or service. In such cases, we will provide you with a description on the information we need. In all cases, Tourism Golden limits the amount and type of information collected to only the personal information that is required to provide the individual with the requested information, product, or service. We collect only information that is voluntarily provided by you and undertake that such information will be kept strictly confidential. Tourism Golden may disclose personal information collected by it without the knowledge or consent of the individual, in certain circumstances prescribed by the Act, for example to its lawyers; for purposes relating to an investigation or proceeding, or where required by law to disclose the information. Tourism Golden will not use or disclose personal information without the consent of the individual except as authorized by applicable law. We retain personal information only as long as is necessary to provide the individual with the requested product, service or information and delete or destroy this information after that time. In some cases, however, legal reporting and retention requirements necessitate that Tourism Golden retain information for a specific amount of time. If Tourism Golden uses an individual's personal information to make a decision that directly affects the individual, Tourism Golden will retain that information for at least one year after using it. Tourism Golden does not sell or trade any personal information with third parties, however does collect business information from its partners and verifies that information for the purposes of maintaining a regional inventory of the tourism industry. Tourism Golden may transfer information to service providers where information processing is outsourced by Tourism Golden in the course of its administrative procedures or member services in specific cases. Where personal information is transferred to a service provider for processing, we require the service provider to respect this Privacy Policy and we restrict them from using or disclosing personal information transferred to them for any purpose other than the provision of services to us. The service provider is informed they cannot copy or retain the information and must remove the information from any electronic source used in the course of providing the service at the close of a project. Any personal information that Tourism Golden retains is kept in such a manner as to ensure its security and confidentiality at all times.

## **Safeguarding Personal Information**

Tourism Golden respects the privacy of our stakeholders, partners, website visitors and Internet users and will protect that privacy as vigorously as possible. We store personal information in electronic and physical files that are secure. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your

personal information, we cannot ensure or warrant the security of any information you transmit to us or receive from us electronically. This is especially true for information you transmit to us via e-mail. Once we receive your transmission, we make our best efforts to ensure its security on our servers.

### **Accuracy of and Access to Personal Information Collected**

Tourism Golden makes every reasonable effort to keep personal information as accurate, complete, current and relevant as necessary for the identified purposes. Tourism Golden does routinely update personal information when business information is updated for publishing on the website [www.tourismgolden.com](http://www.tourismgolden.com). The information is believed to be accurate, complete and current when posted, but Tourism Golden cannot guarantee that it will remain accurate or complete or that it will be current at all times. Tourism Golden is not responsible for direct, indirect, special or consequential damages, regardless of the cause, arising out the use of this website.

Tourism Golden makes readily available to individuals our Privacy Policy and related procedures for managing personal information. We provide access to the Privacy Policy and related procedures to individuals on the website and in written form by Tourism Golden. Any questions about the handling of personal information can be raised with Tourism Golden. At the written request of an individual, he or she may access or request a correction of their personal information as collected by Tourism Golden. In case of an access request, Tourism Golden will inform them of the personal information we have about the individual under our control, what it has been and is being used for and, in cases where it has been disclosed, to whom it has been disclosed. There may be exceptional circumstances as provided by the Act under which Tourism Golden may not be able to give an individual access to the personal information about her or him held by Tourism Golden. In this case Tourism Golden will explain the reason for this lack of access, as provided by the relevant provision of the Act.

To make a request, please send a letter, email or fax addressed to Tourism Golden at the address noted on page one. In any written request, please include the nature of the request, for example: access and/or correct information/inquire regarding use and/or disclosure etc. If an inquiry concerns a specific transaction, please indicate the date of the transaction, and provide a receipt number if applicable. Tourism Golden will reply to your request in no later than thirty days after receipt of the request, or if we are not able to respond within this time period, we will send you a notice of extension. If we are not able to provide you with access to all the personal information about you that is under our control, we will give you a reason for our inability to do so, unless prohibited by law.

### **Questions and Complaints**

Any questions, comments, or complaints about the handling of personal information should be directed to Tourism Golden. Complaints should be in writing and Tourism Golden will provide notice of receipt of the complaint within 30 days of the postmark date. Within a reasonable time of receipt of the complaint, Tourism Golden will conduct an investigation into the complaint. The format of this investigation may vary, depending on the circumstances. Within a

reasonable time of conclusion of the investigation, Tourism Golden will inform the complainant of the outcome of the complaint.

## **Use of Tourism Golden Website**

Tourism Golden believes that online privacy is important to the success of the Internet and electronic commerce in general and is strongly committed to each web visitor's right to privacy. This statement sets forth Tourism Golden's Privacy Policy for its website located at [www.tourismgolden.com](http://www.tourismgolden.com) and describes the practices that Tourism Golden follows in respect to the privacy of the users of this site. By accessing and using materials from this website or sending or posting materials to it, you (the "user") agrees to the terms of this privacy commitment and to our practices to collect, use or disclose personal information. This Privacy Statement may be updated periodically to reflect enhancements to the Tourism Golden website that may affect the use of personal information. Accordingly, please check back periodically.

## **Consent**

Tourism Golden seeks consent for all personal information we collect, use and disclose through information provided to individuals prior to collection, or at the time of collection.

This contact information is voluntarily provided to Tourism Golden by visiting [www.tourismgolden.com](http://www.tourismgolden.com), by completing a form on the website, by answering questions from a Tourism Golden representative by telephone or email, or responding to a broadcast email to re-verify contact information based on current records. At any time a contact can be removed from the database list by contacting Tourism Golden.

Information automatically collected from [www.tourismgolden.com](http://www.tourismgolden.com) can include the following:

1. **Non-Identifiable Information** - As is typical with many websites, the Tourism Golden website automatically collects certain non-identifiable information regarding website users, such as the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the date and time you access the website, the Internet address of the website from which you linked directly to the website, the operating system you are using, the sections of the website you visit, the website pages read and images viewed, and any content you download. We use this non-identifiable information for website and system administration purposes and to improve the website. We may disclose the non-identifiable information to others and permanently archive it for future use.
2. **Cookies** - The Tourism Golden website uses "cookies", a technology that installs information on a website user's computer to permit the website to recognize future visits by that computer. Cookies enhance the convenience and use of the website. For example, we use the information provided through cookies to recognize you as a previous user of the website (so you do not have to enter your personal information

every time), offer personalized web page content and information for your use, track your activity at the Website to respond to your needs, and otherwise facilitate your website experience. Advertisements displayed on the website may also contain cookies. Those advertisements may be provided by third party advertising companies, and we do not have any control over, or any responsibility or liability for, the cookies used in the advertisements or for the use and disclosure of information collected through advertisement cookies. You may choose to decline "cookies" if your browser permits, but doing so may affect your use of the website and your ability to access certain features of the website.

If information is voluntarily provided, this constitutes consent to the collection, use and disclosure of personally identifiable information only for a purpose that would be considered obvious to a reasonable person. In the majority of cases, Tourism Golden will seek consent to collection, use and disclosure. Tourism Golden will not use personal information for any purpose other than that for which consent has been provided. Should Tourism Golden require use of personal information for a new purpose, consent will be sought for that new use.

### **Information on this Website**

Information which includes all facts, data and other information, collectively the "Information" in the pages of this website is of a general nature, is intended only for informational purposes, is subject to change without notice, and is not intended to be relied on by visitors as binding legal advice on any particular matter. Individual information provided to Tourism Golden to gain access to any feature of this website will not be sold or made available to any third party, except where information processing is outsourced by Tourism Golden in the course of its regular administrative procedures.

Tourism Golden reserves the right to perform statistical analyses of aggregated user behaviour and characteristics, in order to measure interest in and use of the various sections of its site so as to improve design and navigation and to gather information for marketing purposes. Only aggregated data from these analyses, not personally identifiable individual data, will be used for this purpose.

### **Copying Information from this Website**

The information on Tourism Golden website may be used or copied provided that it is used or copied accurately, or is used in its entirety and/or that the source of the information is clearly identified. Only a partner of Tourism Golden may use the information for commercial purposes. Permission may be granted to others who have a need for the information. Tourism Golden is not responsible for the way in which the information may be used or copied. Tourism Golden reserves the right to change, delete or add information at any time.

### **Linked Websites**

Through the links to other sites found on Tourism Golden website, the user may enter domains that are beyond the boundaries of Tourism Golden and, once there, Tourism Golden is not

responsible for the privacy practices or the content of these websites. Tourism Golden has no control over the accuracy, completeness or relevance of the information on these sites and provides links to these sites solely for the information and convenience of visitors to our website.