



# PRIVACY POLICY

The Bowling Federation of Canada (BFC), is committed to collecting, using and disclosing your personal information responsibly and to maintaining the accuracy, confidentiality and security of such personal information.

Personal information includes information that tells us specifically who you are, such as your address, telephone number and e mail address. However, publicly available information, such as a public directory listing of your name, address and telephone number is not considered personal information. We have adopted the following privacy policy that guides how we collect, use and disclose personal information about Members. Our intent is to balance our legitimate business interests in collecting, using and disclosing your personal information against your reasonable expectations of privacy.

## **A. Definitions - In this policy:**

- 1) "Business" means the business of operating the Bowling Federation of Canada, which includes the Web site;
- 2) "Member" means a customer, visitor, member and electronic member of the Web site.
- 3) "we", "us", "our" and "BFC" refer to the Bowling Federation of Canada; and
- 4) "Web site" refers to the web site found at [www.canadabowls.ca](http://www.canadabowls.ca).

## **B. Collection of Personal Information**

Our primary purpose in collecting personal information from you and about you is to ensure the provision of high quality products and/or services. We only collect personal information from and about you that we consider necessary for achieving this purpose and to permit us to conduct the Business diligently. We may collect personal information that you supply to us by sending us personal correspondence, such as e-mails or letters, or by registering in a secure portion of the Web site.

## **C. Use of Your Personal Information**

We may use the personal information we collect from and about you to:

- 1) ensure the provision of high quality products and/or services;
- 2) inform you about online and offline offers, products, services, updates and events;
- 3) enable us to contact you;
- 4) establish and maintain communication with you;
- 5) assist us in complying with legal and regulatory requirements;
- 6) invoice you for products and/or services;
- 7) collect unpaid accounts.

We may also use your personal information as may be described to you at the time of collection. We may compare and review your personal information for errors and omissions and for accuracy. If you choose to provide us with your financial information, we only use that financial information in order to complete the transaction for which it is intended. For example, when making a purchase on the Web site, we ask you to provide information by filling out and submitting a form. This information enables us to process your order. Any financial information collected by us in the context of such a purchase is strictly limited in use to processing your order. Your financial information (i.e. your credit card number) will not be stored electronically. Following the approval of the transaction, the financial information will be deleted from our system. We may use personal information about you, in a non-personally identifiable manner, to improve our marketing and promotional efforts, to improve our content and product offerings, and to customize our Web site's content, layout and services. These uses are to enable us to improve the Business and to better tailor the Business to meet your needs.

## **D. Disclosure of Personal Information**

As a matter of policy, we do not sell, rent or lease any of your personal information to third parties without your explicit consent. However, there are a variety of circumstances where we may need to disclose some of your personal information, including the following:

- 1) We may disclose your personal information to an individual who, in our reasonable judgement, is seeking the information as your agent. For example, we may provide your personal information to your legal representative if we are satisfied that the individual is requesting the information on your behalf.
- 2) We may disclose your personal information as may be required by law.
- 3) We may aggregate personal information and disclose such information in a non-personally identifiable manner to advertisers and other third parties for marketing and promotional purposes.

## **E. Access, Review, Change and Destruction of Your Personal Information**

You may access, review and/or change the personal information we have in our files by submitting a written request to do so to our Privacy Information Officer at the address below. We ask that you promptly advise us of any changes to your information. Upon your written request, we will destroy, as soon as reasonably possible and in accordance with our internal policies and applicable law, any and all personal information that we have in our files about you. Notwithstanding the foregoing, we will retain in our files some personal information in order to enable us to collect any unpaid accounts and/or as may be required by law.

## **H. Other Information Collectors**

Except as otherwise expressly included in this Privacy Policy, this document only addresses the collection, use and disclosure of personal information WE collect from and about you. To the extent that you disclose your personal information to other parties, including our member organizations, different rules may apply to their collection, use or disclosure of such personal information. Since we do not control the privacy policies of third parties, you are subject to the privacy policies of such third parties.

## **I. Protecting Your Privacy**

The personal information that is retained by us is kept in a secure environment and we use reasonable procedural and technical safeguards to protect your personal information against loss, theft and unauthorized access or disclosure.

## **J. Amendments to This Policy**

We may amend this Privacy Policy at any time by posting the amended terms on the Web site. All amended terms shall automatically be effective five days (5) days after the date of posting.

## **K. Privacy Information Officer, Access, Questions or Concerns**

If you wish to contact the Privacy Information Officer in order to access, review and/or change your personal information contained in our files or if you have any questions or concerns about our privacy principles outlined above or about our practices, please contact us at:

Bowling Federation of Canada  
250 Shields Court, Unit 10-A,  
Markham, ON L3R 9W7  
Email: [info@canadabowls.ca](mailto:info@canadabowls.ca)