



# 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.