

# LANDSCAPE ALBERTA NURSERY TRADES ASSOCIATION

## PRIVACY POLICY

### Introduction

The protection of personal information is important to Landscape Alberta Nursery Trades Association. We have policies and procedures dealing with the protection of privacy. Any questions about this policy can be directed to the Executive Director.

### Collection, Use and Disclosure of Personal Information

Our organization does not usually collect personal information from individuals, other than business contact information, which is not considered to be personal information under Bill 44 - Personal Information Protection Act (PIPA), and may be collected, used and disclosed without consent. In the event that we do collect personal information, that information will only be used by us to administer member services and activities directly relating to the Association.

This information is collected for the following purposes:

1. For the administration of member services such as, but not limited to:
  - a) Membership lists
  - b) Website
  - c) Membership directory (LANDX)
  - d) Prairie Landscape Magazine
  - e) Award programs
  - f) Conferences & events
  - g) Sponsored programs
  - h) Member benefits

When we do deal with individuals as members we collect the following types of personal information:

- a) Member name
  - b) Member address and telephone number
  - c) Member fax and email
  - d) Member website address
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2. Billing purposes.

## **Third parties**

We disclose member information to the following third party:

- a) Canadian Nursery Landscape Association (CNLA)

We disclose this information in order to provide member benefits. On occasions, we disclose member information to affinity group parties for the administration of group purchase/affinity programs available to our members only.

## **Consent**

Members consent to us collecting, using and disclosing personal information for the purposes outlined above by agreeing to provide us with the personal information.

## **Storing your Personal Information**

We keep personal information for as long as is necessary for the purposes outlined above and we may retain membership files for historical purposes. We are also required by law to maintain certain records for set amounts of time. We have appropriate safeguards in place to protect personal information and when we no longer need the information it is destroyed. We try to keep personal information as accurate as possible and members can assist us by providing us with updated information when necessary.

## **Access**

Our members have the right to access the personal information we hold about them. A member can access personal information by making a request to the Executive Director. If the member believes that some of the personal information is incorrect he or she can request that the information be corrected.

## **Accountability**

We apply our best efforts to protect our members' privacy. If our members have any concerns they are free to contact the Executive Director. If concerns are not resolved, the Executive Director can provide information on making a formal complaint regarding this policy.

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information. Landscape Alberta Nursery Trades Association shall take reasonable precautions against theft, unauthorized access, disclosure, copying or use. The Association shall also use care in the destruction of personal information.

Approved by the Board. January 27, 2011