



## **WEBSITE PRIVACY POLICY**

**Issued March 6, 2015**

### **Overview**

Geoscience BC maintains this website (the “Website”) to provide information about its activities and to help enable individuals and entities to contact Geoscience BC for more information.

This Website Privacy Policy describes how Geoscience BC collects, uses and discloses information that is collected through this website. The Website Privacy Policy is developed in compliance with British Columbia’s *Personal Information Protection Act* (“PIPA”).

Geoscience BC is focussed on establishing and maintaining integrity with its employees, customers, partners and all those with whom it has business dealings. Geoscience BC is committed to balancing individuals’ right to the privacy of personal information with the need to collect, use and disclose personal information for legitimate business purposes.

### **What is Personal Information?**

“Personal information” means information about an identifiable individual, other than his or her job title and business contact information. For the purpose of the Website Privacy Policy, “Personal information” means personal information that is collected by Geoscience BC through the Website. Personal information may include, but is not limited to, your name and email address.

### **Application of Website Privacy Policy**

The Website Privacy Policy applies to personal information collected by Geoscience BC through the Website.

The Website contains links to third party websites (the “Links”) that are not controlled or operated by Geoscience BC. The Links are maintained by the third parties who have their own website privacy policies and their own terms and conditions of use. This Website Privacy Policy does not apply to any of the Links and Geoscience BC is not responsible for any personal information disclosed by virtue of those Links or for the privacy practices of any operators or sponsors of the Links. To determine how personal information will be treated when accessing or using the Links, you must read the website privacy policy, if any, that applies to each of the Links.

This Website Privacy Policy only applies to the personal information that Geoscience BC collects and uses through the operation of the Website.

### **Acceptance of the Website Privacy Policy**

By accessing or using the Website you agree to accept the Website Privacy Policy. If you do not accept the Website Privacy Policy you must not access or use the Website.

Geoscience BC may, at any time without notice or liability, revise the Website Privacy Policy. You should periodically revisit this posting to review any revisions to the Website Privacy Policy. If any revision is not acceptable to you, you must cease accessing and using the Website. If you continue to access or use the Website after any revisions to the Website Privacy Policy are posted you will be deemed to have accepted those revisions

### **Collection of Personal Information**

Geoscience BC allows users of the Website to contact Geoscience BC to request information about Geoscience BC and its activities. Geoscience BC collects the personal information of the user in order to contact him or her. This personal information is essentially the user's contact information (name, address, company name, telephone number).

Personal information submitted when subscribing to Geoscience BC's email lists is stored in a secure database on a third party server. Website usage statistics are logged by Google Analytics. Geoscience BC uses this information for the following purposes:

- To contact subscribers about special promotions and events;
- To keep subscribers up to date on industry trends;
- To track the effectiveness of Geoscience BC's marketing programs;
- To provide information on services that may be of interest to subscribers;
- To contact subscribers regarding issues concerning their use of Geoscience BC's services;
- To obtain information about subscribers' needs and their use of Geoscience BC's services - potentially through a survey. Geoscience BC may use these results as input into future business plans.

Geoscience BC also collects non-personal information each time users access or use the Website. The non-personal information Geoscience BC collects includes the user's URL, IP address, browser and operating system information, and the location (country and province) where the user's server is located.

Please note that it is the policy of Geoscience BC's Internet service provider to collect, on Geoscience BC's behalf, basic information about everyone who visits its website in the form of cookies. A cookie is a small file containing a string of characters that is sent to the visitor's computer when visiting a website. When the website is visited again, the cookie allows that site to recognize the visitor's browser. Cookies may store user preferences and other information. Individuals can reset their browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.

## **Choice and Opt Out Options**

Please note that Geoscience BC permits ONLY permission-based marketing practices. Geoscience BC practices the use of “opt-in, opt-out” email for its marketing transmissions.

Opt-in email is a web-marketing term for promotional email that recipients have previously requested. Typically web users are invited to sign up for information and updates about Geoscience BC. Those who have signed up have thus “opted-in”. The individual is ALWAYS given the opportunity to easily unsubscribe, without being further solicited.

On occasion, Geoscience BC may use third party lists to send communications regarding Geoscience BC’s software and services. These lists are maintained by third parties whose users are eligible under applicable law to receive emails from other companies such as Geoscience BC. When such lists are used, the communications will include mechanisms to opt-out of Geoscience BC marketing communications. If individuals have trouble opting-out, or wish to make Geoscience BC aware of any issues related to a third-party mailing, they should contact Geoscience BC’s Privacy Officer (see “Privacy Accountability: Complaints and Requests for Assistance” below).

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

- Geoscience BC will only collect, use and disclose personal information that is necessary to fulfill the purposes identified in the “Collection of Information” section of this policy. By providing personal information through the Website, users acknowledge and agree that Geoscience BC may use their personal information for those purposes.
- Geoscience BC will not collect, use or disclose personal information except for the identified purpose unless it has received the individual’s further consent.
- Geoscience BC will only collect, use or disclose personal information in accordance with PIPA.

## **How Personal Information is disclosed**

- Geoscience BC does not sell, trade, or rent personal information to others unless the individual has given consent in accordance with PIPA.
- Geoscience BC may disclose personal information to third party service providers and other agents for the purposes outlined above provided that: (a) Geoscience BC discloses only the personal information that the third party service providers need to deliver the services; (b) the third party service providers agree to comply with this Geoscience BC’s Privacy Policy; and (c) and third party service providers agree to not use the personal information for any purposes other than for the purposes of providing services to Geoscience BC or to you on Geoscience BC’s behalf.
- Geoscience BC reserves the right to disclose personal information where authorized by PIPA or required by law – examples of a legal requirement to disclose include a court order, subpoena or search warrant.

## **How long Personal Information is kept**

Geoscience BC retains personal information only as long as is necessary to provide the individual with the requested product, service or information and deletes or destroys this information after that time.

Personal information that is used to make a decision that directly affects the individual may be destroyed one year after the decision is made. However, in some cases, legal reporting and retention requirements necessitate that Geoscience BC retain information for a specific amount of time. In general, Geoscience BC retains information for a period not longer than 7 years.

## **Security and accuracy**

Geoscience BC has security arrangements to prevent against risks such as unauthorized access, collection, use, disclosure, copying, modification or disposal of personal information. Reasonable efforts are made to ensure that the personal information collected, used or disclosed is accurate and complete. Individuals may write to ask that any errors or omissions in any of their personal information that is in the control of Geoscience BC be corrected (see “Privacy Accountability: Complaints and Requests for Assistance” below).

## **Requesting Access to Personal Information**

Individuals have the right to request access to their personal information that is in the control of Geoscience BC. The request may be made in writing to Geoscience BC’s Privacy Officer.

In some cases, Geoscience BC may not be able to give access to certain personal information where Geoscience BC is authorized or required by PIPA or other applicable privacy legislation to refuse access. If this is the case, the individual will be advised, including the reasons for the refusal, and provided with an outline of further steps that may be available to them.

## **Privacy Accountability: Complaints and Requests for Assistance**

Geoscience BC is accountable for all personal information under its control. Geoscience BC’s Privacy Officer can be reached as detailed below:

e-mail: [privacy@geosciencebc.com](mailto:privacy@geosciencebc.com)

phone: 604-662-4147

fax: 604-662-4107

mail: 440 - 890 West Pender Street, Vancouver, British Columbia, V6C 1J9, Canada

Any questions or complaints about Geoscience BC’s handling of personal information should be directed to the Geoscience BC Privacy Officer. If an individual is not satisfied with Geoscience BC’s response, they may contact the Office of the Information and Privacy Commissioner for British Columbia.