

## Protecting Personal Information & Privacy Makes Good Sense



Trust and goodwill are the foundations of any business or personal relationship. At Canlan – we work hard to establish both with our customers, our employees and others with whom we do business. We call these our stakeholders.

Protecting the personal information and privacy of our stakeholders makes good sense. It enables us to continue to build trust and goodwill with you.

### Privacy Principles:

Canlan's Privacy Policies are built around the 10 Privacy Principles set forth by the Canadian Standards Association (CSA):

1. **Accountability:** Canlan, its various facilities and subsidiaries take the responsibility for maintaining and protecting the personal information they obtain. We have designated a Chief Privacy Officer.
2. **Identifying the Purpose:** The purpose for which personal information is collected shall be identified before or at the time the information is collected.
3. **Consent:** Consent will be obtained for the collection, use and disclosure of personal information (except where law exempts same).
4. **Limiting Collection:** Canlan limits the personal information it collects to the business purpose for which it is needed and identified.
5. **Limiting Use, Disclosure and Retention:** Personal information will only be used or disclosed for the purposes for which it was collected. Personal information will be retained only as long as necessary to fulfill the purpose for which it was collected and / or as required by law.
6. **Accuracy:** Canlan will keep personal information as accurate, complete and up-to-date as possible.
7. **Safeguards:** Canlan will protect the personal information in its care. We use the appropriate safeguards relative to the level of personal information received.
8. **Openness:** Canlan will provide information to individuals about policies and procedures relating to the management of personal information.
9. **Individual Access:** Upon written request to our Chief Privacy Officer, an individual may view the personal information that Canlan holds. The individual may advise of errors and omissions and update same.
10. **Enquiries or Complaints:** Questions regarding compliance with our privacy policies and procedures should be addressed to our Chief Privacy Officer.

### Why We Collect and Use Personal Information:

Collecting personal information is essential to our being able to provide you with the products and services you have inquired about or requested. Normally the personal information we collect will come directly from you. The following points clarify how personal information may be used:

- For registration in programs, events, leagues and to assist in determining the eligibility for products and services.
- To effect payment (billing and accounting procedures) for the various products and services offered, throughout all areas of the business.

- To understand and assess your ongoing needs and offer products or services to meet those needs.
- For communication, service and administration purposes.
- For internal, external and regulatory audit purposes.
- To comply with legal and regulatory requirements.

### **Consent to Use Personal Information:**

Providing us with your personal information is always your choice. When you request products or services from us, we ask that you provide information that enables us to respond to your request. In doing so, you consent to our collection, use and disclosure of the information to the appropriate parties. You also authorize us to use and retain your personal information for as long as necessary for the purposes described. You may withdraw your consent, by doing so in writing. By withdrawing your consent, or by not providing it in the first place, you will limit or even prevent us from providing you with the products or services you requested. In certain cases consent cannot be withdrawn. Typically these are in regards to insurance coverage, administration and claims as well as legal requirements.

### **Sharing Your Personal Information:**

Canlan is not in the business of selling customer lists or personal information to others. In providing our products or services we may need to disclose the personal information we collect to affiliates, subsidiaries, successors, legal entities and other service providers who perform functions for us. In some cases we may be required to provide personal information to others to satisfy legal or regulatory purposes. We may also use personal information to assess future needs and to offer products and services.

### **Accuracy and Protection of Personal Information:**

It is important that personal information be accurate and complete. This enables Canlan to provide you with the best possible service. You have the right to access, verify and amend the information we have about you. We rely on you to keep us updated on your information. When your information changes (Example: address or telephone number change), please let us know. You can do so by notifying your local Canlan facility and the persons with whom you normally deal.

Canlan uses recognized normal safeguards (physical, electronic and procedures) to protect all personal information under our control. Our employees are trained in protecting personal information.

### **For More Information, Contact:**

Visit our website at [www.icesports.com](http://www.icesports.com) to view a complete copy of our Personal Information Privacy Policy. If you have questions or concerns, contact our Chief Privacy Officer as follows:

E-mail: [privacyofficer@icesports.com](mailto:privacyofficer@icesports.com)

Fax: 604-736-9170 Attention: Chief Privacy Officer

Mail: Canlan Ice Sports Corp.  
6501 Sprott Street  
Burnaby, BC, Canada, V5B 3B8 Attention: Chief Privacy Officer