

### Privacy Statement

At Horse Council BC (HCBC) we are committed to protecting your privacy and safeguarding any personal information that you might give us. The information provided, including name, address, telephone number, e-mail address, etc. allows HCBC to inform members and associates about events, activities, issues or special offers which may be of interest as well as to conduct research and provide anonymous reporting for internal and external partners.

Membership lists are not sold or shared outside the organization. For more specifics on how HCBC deals with your information please read the HCBC Privacy Policy ([link](#)).

### Privacy Policy

Horse Council BC (HCBC) recognizes the privacy of individuals with respect to their personal information and is committed to ensuring the privacy of our members/associates.

The purpose of this Privacy Policy is to inform you about the types of Personal Information that HCBC collects, uses and discloses. It explains how we use and disclose that information, the choices you have regarding such use and disclosure, and how you may correct that information in accordance with the *Personal Information Protection Act* (British Columbia). The Privacy Policy is current as of January 1, 2019. We will treat Personal Information in a manner consistent with the Privacy Policy under which it was collected and our Privacy Policy, unless we have your consent to treat it differently.

This document is also to serve as a guideline and policy for staff, directors, members and others when delivering programs and services on behalf of HCBC. The guidelines are prepared to assist staff, directors, members and others to administrate the provisions of the Personal Information Protection Act (PIPA) for the Province of BC.

From time to time this privacy policy may be modified or updated. It is your responsibility to review it periodically. Your continued use of Horse Council BC services, programs and website after any modification to this privacy policy will constitute your acceptance of such modifications.

This Privacy Policy applies to any information we collect or receive about you, from any source.

#### What is Personal Information?

“**Personal Information**” is any information that is identifiable with you, as an individual.

This information may include but is not limited to:

- Name
- Membership/Associate type and number if you are registered in with Horse Council BC

- Effective date of your Membership/Associate status
- gender
- age/date of birth or year of birth
- language of correspondence
- Physical and/or mailing address(es)
- telephone number(s)
- fax number (s)
- e-mail address(es)
- IP address(es)
- membership in an organization(s)
- Coach - the name of your coach
- HCBC member Club or Affiliate - you belong to
- Event(s)/Discipline(s) you take part in - e.g. jump, dressage, eventing, vaulting, driving, reining
- Results from events you take part in
- Medical information as relates to Team Programs - e.g. BC Summer Games, 55+ Games etc
- Parent(s)/Guardian(s) name(s) and contact information as relates to consent or BC Team programs and for emergency use purposes
- Criminal Records report as may be required for: Team Programs; Employment with HCBC; Coaches, and others working with children and adults with HCBC;
- Garment size as relates to uniforms, awards, recognition or event entry etc.
- Information arising out of a disciplinary hearing held as a result of the contravention of: HCBC Policy or rules; and other matters that discredit HCBC and/or individuals involved in equestrian.

Personal Information, however, does not include your name, contact information, business title or business address, business email and business telephone number in your capacity as an employee or *volunteer* or business member of the organization. Personal Information also does not include information or comments you publish on HCBC forums, social media channels or other public places either virtual or real.

### **How do we collect your personal information?**

We will only ever collect your Personal Information by fair and lawful means: where we have obtained your consent to do so or as otherwise permitted by law.

### **When and how do we obtain your consent?**

Implied consent is reasonably inferred by HCBC when you voluntarily provide your personal information to us either orally, electronically or in writing, so that we can supply the service you request.

### **How do we use your Personal Information?**

Horse Council BC collects personal information from members, clients and employees and for the purpose of including and but not limited to:

- Establishing and maintaining a responsible relationship with the members and the provision of ongoing service including but not limited to Insurance policy purchases, magazine subscriptions, third party membership purchases and other membership benefits.
- To verify in-good-standing for HCBC membership or associate status for Equestrian Canada (ECE) sport license system, National and Provincial competitions, coaching or officials current status, HCBC Clubs, Affiliates, Businesses, event organizers and purchasing members insurance products or other.
- To understand your needs and preferences.
- To manage and develop our operations.
- To administer competition schedules and results, clinics or events where attendee lists are published.
- To maintain an historical record of performances in equestrian sport.
- To provide for a historical record of membership.
- To report unidentifiable data/statistic about the sector to government of various levels, funders, and decision makers for advocacy issues that affect the right to ride, growth or sustainability of sector.
- To publish unidentifiable data/statistic about the sector to for use by our members and businesses.
- To provide the HCBC membership registry to another member if required to do so by law for certain purposes

HCBC will not give out a member's personal information unless required to do so by law.

Exceptions by implied consent, will include member clubs, business, coaches, instructors, officials, volunteers and Board members upon joining HCBC as a club or affiliate, by certification, by acting as an HCBC volunteer or by their participation on the Board of HCBC.

### **Where do we store your Personal Information?**

Personal Information is stored in our database(s) on a secure server *in Canada* and in hard copy files at the HCBC offices in Aldergrove, British Columbia. Only authorized Society personnel have access to this information. In order for the Horse Council office to have the software tools staff need to provide service to our members, we may from time to time use a service provider that may store information outside of Canada for planning, surveying or communication. We will attempt to choose service providers that store information in Canada when possible and practical.

### **What safeguards have we implemented to protect your Personal Information?**

We have implemented physical, organizational, contractual and technological security measures to protect your Personal Information from loss or theft, unauthorized access, disclosure, copying, use or modification. The only employees who are granted access to your Personal Information are those with a business "need-to-know" or whose duties reasonably require such information. All staff that have access to Personal Information are required to sign a privacy and confidentiality agreement.

### **What is HCBC's Online Privacy Policy?**

HCBC is committed to protecting the privacy of those who use our website(s) including online systems. HCBC do not systematically collect any information about the identity of individuals searching our site.

HCBC does collect statistical information through a log file which indicates which pages were visited and how frequently or to assist with processing of registration systems. This information is analyzed to help us develop content that responds to the interests of our site visitors or provide and improve service.

HCBC's website(s) uses Google Analytics to track usage of our website for reporting and evaluation purposes.

Google Analytics uses first-party cookies to report on user interactions on Google Analytics customers' websites. These cookies are used to store non-personally identifiable information. Browsers do not share first-party cookies across domains. For further information on the privacy policy concerning Google Analytics, please see <https://support.google.com/analytics/answer/6004245?hl=en>

We invite you to write us, or from time to time we may ask you to complete a survey about the services we offer online. If you identify yourself in these communications with us we will never use your words in testimonials that identify you without your explicit prior permission. Information submitted by users on a voluntary basis helps HCBC evaluate its products and services.

Information provided by visitors to the HCBC site is only used as needed to fulfill the stated purpose of their requests. HCBC does not disclose, give or sell any personal information about visitors to our site

Our online store (website) is hosted by Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall

As you know, Internet technology develops rapidly, requiring policies such as this one to be flexible and responsive to change. Consequently, any changes to the HCBC privacy policy will be posted on our website and explained as soon as they go into effect.

HCBC is not responsible for the content or the privacy policies of the web sites to which it may link.

### **The Canadian Anti-Spam Legislation**

The Canadian Anti-Spam Law is to design to prohibit sending of unsolicited commercial electronic messages to recipients who have not consented to being sent such messages. All Canadian organizations are subject to the legislation. The CASL establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. We collect your email address in

order to: send information, respond to inquiries, and/or other requests or questions, process orders and to send information and updates pertaining to orders.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email. In addition, you may call or email us to be promptly removed from our mailing list. For more information please see our Commercial Electronic Messages Policy ([link](#)).

**What if the Personal Information we have on you isn't accurate?**

At any time, you can question the accuracy or completeness of your Personal Information in our records. If you successfully demonstrate that your Personal Information in our records is inaccurate or incomplete, we will amend the Personal Information as required. We may ask you provide a document or ID to allow us to verify the new information is correct before updating.

**How fast will we respond to your written requests?**

We will attempt to respond to, or take action in respect of, each of your written requests not later than thirty (30) days after receipt of such requests. We will advise you in writing if we cannot meet your requests within this time limit. You have the right to make a complaint to the Office of the Privacy Commissioner ([link](#)).

**Contact us**

All comments, questions, concerns or complaints regarding your Personal Information or our Privacy Policies and practices, should be forwarded to our privacy officer as follows.

Horse Council BC Privacy Officer  
27336 Fraser Hwy  
Aldergrove, BC  
V4W 3N5  
[privacy@hcbc.ca](mailto:privacy@hcbc.ca)