

## PRIVACY POLICY

The Partnership Group Sponsorship Specialists is committed to protecting your privacy. We use the information we collect about you to facilitate commercial transactions and to provide you with a more personalized experience. We have created this Privacy Policy in order to demonstrate our firm commitment to protecting the privacy of all of our clients.

We are also careful to ensure that information is used responsibly, and only for the purposes for which it is provided.

This Privacy Policy is intended to comply with the federal government's privacy legislation, the Personal Information Protection and Electronic Documents Act, as well as Alberta's Personal Information Protection Act. We want you to understand how and under what circumstances your personal information is collected, used and disclosed, as well as what the Partnership Group Sponsorship Specialists is doing to ensure that your information is used according to good business practices and is protected accordingly.

### What is Personal Information?

Personal information is information that identifies you as an individual. It includes information such as your name, address, telephone number, birth date, social insurance number, e-mail address and financial information.

The information we may collect or obtain includes but may not be limited to:

- name;
- email address;
- business/home address
- phone number
- fax number
- business/personal website address

### Personal Information Collection and Use by The Partnership Group Sponsorship Specialists

Personal information collected through the Partnership Group Sponsorship Specialists is used to: (i) to contact you; (ii) to understand your needs and preferences; (iii) to respond to inquiries about the Partnership Group Sponsorship Specialists; (iv) to provide you with news and information about the Partnership Group Sponsorship Specialists, including but not limited to quarterly newsletters, upcoming conferences,

seminars and workshops; and (v) to meet statutory or legal obligations. In all circumstances we try to limit our collection of personal information to only those items that are necessary in order for us to provide the best service to our customers.

The Partnership Group Sponsorship Specialists does not collect personal information about you without your knowledge and consent.

## **Personal Information Disclosure by The Partnership Group Sponsorship Specialists**

We will not disclose your personal information to third parties without your consent to do so. The Partnership Group Sponsorship Specialists reserves the right to disclose personal information if required to do so by law or in the good faith belief that such action is reasonably necessary to comply with legal process, respond to claims or to protect the rights, property or safety of The Partnership Group Sponsorship Specialists, its customers or the public.

## **When Do We Share Your Personal Information**

There are some circumstances where we may share some personal information about our customers with another company. For example:

1. Your personal information may be disclosed to a company or individual employed by the Partnership Group Sponsorship Specialists to perform functions on our behalf such as market research, target marketing or data processing. Any such disclosure of your personal information is made on a strictly confidential basis, and the information is to be used only for the purpose for which it was shared. The Partnership Group Sponsorship Specialists ensures that the company or individual adheres to this Privacy Policy.
2. Subject to applicable regulations, we may disclose your personal information to a credit reporting agency, government agency, court, or law enforcement personnel.

It is the Partnership Group Sponsorship Specialists policy NOT to sell its customer or member database to any third party.

## **Personal Information Protection by The Partnership Group Sponsorship Specialists**

We recognize our obligations to protect personal information. We have therefore made arrangements to secure against the unauthorized access, collection, use, disclosure, copying, modification and disposal of personal information.

The Partnership Group Sponsorship Specialists considers personal information provided by you to be private and confidential and accordingly we treat it with care.

## **Consent to Use of Personal Information**

By submitting personal information to the Partnership Group Sponsorship Specialists, you acknowledge and agree that you have consented to the collection, use and disclosure practices set out in this Privacy Policy as they relate to your personal information. You may withdraw your consent at any time by contacting the Partnership Group Sponsorship Specialists privacy officer as set out below.

### **Accessing, Correcting or Updating Your Personal Information**

At any time, you may request that we correct or update your personal information by contacting the Partnership Group Sponsorship Specialists privacy officer as set out below. The Partnership Group Sponsorship Specialists will use reasonable efforts to ensure that your personal information is accurate and current.

### **Links to other Websites**

You should be aware that when you are on the Website you could be directed to other Websites beyond our control. For example, if you "click" on a banner of a strategic partner logo, you may be taken off the Website onto a different website. This includes links from strategic sponsors and partners that may use the Website's logo as part of a co-branding agreement. These other websites may send their own cookies to you, independently collect data or solicit personal information and may or may not have their own published privacy policies. If you visit a website that is linked to our Website, you should consult that website's Privacy Policy before providing any personal information.

### **Contacting The Partnership Group Sponsorship Specialists**

If you have any requests, questions or comments about your personal information or this Privacy Policy, you may contact us in one of the following ways:

By email: **info@partnershipgroup.ca**

By mail: **The Partnership Group Sponsorship Specialists**

**Box 72103 Glenmore Landing SW  
Calgary, Alberta, Canada T2V 5H9**

**Attention: Tricia Maher**

**By phone: (403) 255-5074 (Corporate Offices - Calgary)  
1- 888-588-9550 (North America Toll Free)**

**By facsimile: (403) 208-7892**

This Privacy Policy may be changed from time to time without notice. Revisions will be posted on the Partnership Group Sponsorship Specialists Website at <http://www.partnershipgroup.ca>. This Privacy Policy is dated JUNE 1<sup>ST</sup>, 2009.

