



PRIVACY POLICY

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PRIVACY POLICY

1.0 Purpose of CENTRE FOR BUSINESS AND ECONOMIC DEVELOPMENT O/A COMMUNITY FUTURES SOUTH GEORGIAN BAY (hereinafter referred to as CFSGB) Privacy Policy

CFSGB is a federally supported not-for-profit community organization with a volunteer board of directors and professional staff whose purpose is to develop and diversify local economies. CFSGB supports community economic development and small business growth by developing and implementing strategic community plans, delivering a range of counselling and information services to small business and operating locally controlled investment funds to provide repayable financing to new and existing businesses.

This privacy policy has been developed to comply with Canada's *Personal Information Protection and Electronic Documents Act* ("*PIPEDA*"). *PIPEDA* sets out rules for the collection, use and disclosure of personal information in the course of commercial activity as defined in the Act.

1.1 The Ten Principles of *PIPEDA* Summarized

The ten Principles of *PIPEDA* that form the basis of this Privacy Policy are as follows:

1. **Accountability:** organizations are accountable for the personal information they collect, use, retain and disclose in the course of their commercial activities, including, but not limited to, the appointment of a Chief Privacy Officer;
2. **Identifying Purposes:** organizations are to explain the purposes for which the information is being used at the time of collection and can only be used for those purposes;
3. **Consent:** organizations must obtain an Individual's express or implied consent when they collect, use, or disclose the individual's personal information;
4. **Limiting Collection:** the collection of personal information must be limited to only the amount and type that is reasonably necessary for the identified purposes;
5. **Limiting Use, Disclosure and Retention:** personal information must be used for only the identified purposes, and must not be disclosed to third parties unless the Individual consents to the alternative use or disclosure;
6. **Accuracy:** organizations are required to keep personal information in active files accurate and up-to-date;
7. **Safeguards:** organizations are to use physical, organizational, and technological safeguards to protect personal information from unauthorized access or disclosure.
8. **Openness:** organizations must inform their clients and train their employees about their privacy policies and procedures;

9. Individual Access: an individual has a right to access personal information held by an organization and to challenge its accuracy if need be; and
10. Provide Recourse: organizations are to inform clients and employees of how to bring a request for access, or complaint, to the Chief Privacy Officer, and respond promptly to a request or complaint by the individual.

This Privacy Policy applies to CFSGB's Board of Directors, members, employees and contracted employees. As well, CFSGB ensures that all third-party service providers sign confidentiality agreements prior to any transfer of an individual's personal information in the course of providing the business loans, business development advice, and other related information and/or services.

1.2 Definitions

"*Application*" means the application form or related forms completed by the individual(s) to request financing for the client through the Investment Fund of CFSGB.

"*Business information*" means business name, business address, business telephone number, name(s) of owner(s), officer(s) and director(s), job titles, business registration numbers (GST, RST, source deductions), financial status. Although business information is not subject to *PIPEDA*, confidentiality of business information will be treated with the same security measures by CFSGB staff, members and Board members, as is required for individual personal information under *PIPEDA*.

"*Client*" means the business that is applying for or has been approved for a loan, (including sole proprietorships and individuals carrying on business in a partnership).

"*Cookies*" are small pieces of text sent to your browser by a website you visit. They help that website remember information about your visit, which can both make it easier to visit the site again and make the site more useful to you.

"*Database*" means the list of names, addresses and telephone numbers of clients and individuals held by CFSGB in the forms of, but not limited to, computer files, paper files, and files on computer hard drives.

"*Express consent*" means the individual signs the application, or other forms containing personal information, authorizing CFSGB to collect, use, and disclose the individual's personal information for the purposes set out in the application and/or forms.

"*File*" means the information collected in the course of processing an application, as well as information collected/updated to maintain /service the account.

"*Implied Consent*" means the organization may assume that the individual consents to the information being used, retained and disclosed for the original purposes, unless notified by the individual.

"*Individual*" means the client's owner(s) or shareholders, co-signors, and/or any guarantor associated with a client.

"Member" means a person who volunteers on a CFSGB committee, but who is not a current or active board member, or chair of the committee.

"Personal information" means any information about an identifiable individual. It includes, without limitation, information relating to identity, nationality, age, gender, address, telephone number, e-mail address, Social Insurance Number, date of birth, marital status, education, employment health history, assets, liabilities, payment records, credit records, loan records, income and information relating to financial transactions as well as certain personal opinions or views of an Individual.

"Third Party" means a person or company that provides services to CFSGB in support of the programs, benefits, and other services offered by CFSGB, such as other lenders, credit bureaus, persons with whom the individual or client does business, but does *not* include any Government office or department to whom CFSGB reports in the delivery of such programs, benefits or services.

2.0 Purposes of Collecting Personal Information

Financial or Other Assistance

Personal information is collected in order to assess the eligibility of the individual completing an application for financial assistance, as well as to report to the Federal Economic Development Agency for Southern Ontario (FedDev). The individual is the main source of information but CFSGB will also ask to obtain information directly from a third source where the individual does not have the required information.

Only that information which is required to make a determination of an individual's eligibility will be collected. Although the individual's Social Insurance Number may be requested in the application for confirming identification of the individual to the credit reporting agency, provision of this personal information is *optional*. The individual may provide alternative forms of identification, such as date of birth and driver's licence number.

Advertising

When an individual accesses our website directly or indirectly, CFSGB may serve them advertisements regarding goods and services that may be of interest based on information relating to their access to and use of the website. To do so, CFSGB or its trusted service providers may place or recognize a unique cookie on the individual's browser (alone or in conjunction with web beacons, pixel tags, or other tracking technologies). For more information about this practice and to learn about choices in connection with these practices, please visit: <https://youradchoices.ca/choices/>.

CFSGB may also use Facebook Custom Audiences to deliver advertisements to Website Visitors on Facebook based on email addresses that have been collected. For more information about Facebook Custom Audiences please

visit www.facebook.com/business/help/341425252616329, and to learn how to opt-out of receiving advertisements from CFSGB based on your email address please

visit www.facebook.com/business/help/www/1415256572060999 or https://www.facebook.com/help/568137493302217?helpref=faq_content.

CFSGB or its service providers may use cookies to compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. You can

choose to have your computer warn you each time a cookie is being sent or you can choose to turn off all cookies. If you turn cookies off, some features will be disabled. It may affect the user's site experience.

3.0 Consent

An individual's express, written consent will be obtained before or at the time of collecting personal information. The purposes for the collection, use or disclosure of the personal information will be provided to the individual at the time of seeking his or her consent. Once consent is obtained from the individual to use his or her information for those purposes, CFSGB has the individual's implied consent to collect or receive any supplementary information that is necessary to fulfil the same purposes. Express consent will also be obtained if, or when, a new use is identified.

By signing the application and/or other forms, implied consent is granted by the individual to obtain and/or to verify information from third parties such as banks, credit bureaus, other lenders, and insurance companies in the process of assessing the eligibility of an individual or client. Implied consent is also granted by the individual to permit CFSGB to report or otherwise disclose information to the Federal Economic Development Agency for Southern Ontario (FedDev), the federal department that administers the Ontario Community Futures Program.

An individual can choose not to provide some or all of the personal information at any time, but if CFSGB is unable to collect sufficient information to validate the request for financing, the individual's application for such financing may be turned down.

A client or an individual can withdraw consent to CFSGB's use of personal information at any time prior to the application being approved, by making such request in writing. Once a loan has been approved, an individual cannot withdraw consent authorizing CFSGB to use and disclose the personal information for the purposes set out in this Privacy Policy. Express consent will be obtained from the individual prior to disclosing the individual's personal information to other lenders, credit insurers and credit bureaus.

This Privacy Policy does not cover statistical data from which the identity of individuals cannot be determined. CFSGB retains the right to use and disclose statistical data as it determines appropriate.

4.0 Limiting Collection

Personal information collected will be limited to the purposes set out in this Privacy Policy, CFSGB applications, and/or other forms.

5.0 Limiting Use, Disclosure and Retention

5.1 Use of Personal Information

Personal information will be used for only those purposes to which the individual has consented with the following exceptions, as permitted under *PIPEDA*:

CFSGB will use personal information *without* the individual's consent, where:

- the organization has reasonable grounds to believe the information could be useful when investigating a contravention of a federal, provincial or foreign law *and* the information is used for that investigation;
- an emergency exists that threatens an individual's life, health or security;
- the information is for statistical study or research;
- the information is publicly available;
- the use is clearly in the individual's interest, and consent is not available in a timely way;
- knowledge and consent would compromise the availability or accuracy of the information, and
- collection is required to investigate a breach of an agreement.

5.2 Disclosure and Transfer of Personal Information

Personal information will be disclosed to only those CFSGB employees, members of CFSGB committees, and the Board of Directors that need to know the information for the purposes of their work or making an assessment as to the individual's eligibility to the loan program.

Personal information will be disclosed to third parties *with* the individual's knowledge and consent.

PIPEDA permits CFSGB to *disclose* personal information to third parties, *without* an individual's knowledge and consent, to:

- a lawyer representing CFSGB;
- collect a debt owed to CFSGB by the individual or client;
- comply with a subpoena, a warrant or an order made by a court or other body with appropriate jurisdiction;
- a law enforcement agency in the process of a civil or criminal investigation;
- a government agency or department requesting the information; or,
- as required by law.

PIPEDA permits CFSGB to *transfer* personal information to a third party, *without* the individual's knowledge or consent, if the transfer is simply for processing purposes and the third party only uses the information for the purposes for which it was transferred. CFSGB will ensure, by contractual or other means, that the third party protects the information and uses it only for the purposes for which it was transferred.

5.3 Retention of Personal Information

Personal information will be retained in client files as long as the file is active and for such periods of time as may be prescribed by applicable laws and regulations.

A file will be deemed inactive if the Investment Review Committee rejects an application, when a loan is repaid in full and securities are discharged, or when a guarantee is terminated. Information contained in an inactive file will be retained for a period of seven (7) years, except in the case where an application is rejected. Where an application has been rejected, the file and all personal information contained in the file will be retained for a period of two (2) years.

6.0 Accuracy

CFSGB endeavours to ensure that any personal information provided by the individual in his or her active file(s) is accurate, current and complete as is necessary to fulfill the purposes for which the information has been collected, used, retained and disclosed. Individuals are requested to notify CFSGB of any change in personal or business information.

Information contained in inactive files is not updated.

7.0 Safeguards

CFSGB will use physical, organizational, and technological measures to safeguard personal information to only those CFSGB employees, volunteers, or third parties who need to know this information for the purposes set out in this Privacy Policy.

Organizational Safeguards: Access to personal information will be limited to the Loans Officer, the Administration Staff, and/or the General Manager who have to make a determination as to the individual's eligibility for a business loan. Personal information provided to members of CFSGB committee(s) will be limited to only that information required to carry out the mandate of that committee. Members of the CFSGB committee(s) and/or Board of Directors are not permitted to copy or retain any personal information on individuals or clients and must return for destruction all such information given to them to review once the purpose for being provided with this information has been fulfilled.

Employees and members of CFSGB committee(s) and/or Board of Directors are required to sign a confidentiality agreement binding them to maintaining the confidentiality of all personal information to which they have access.

Physical Safeguards: Active files are stored in locked filing cabinets when not in use. Access to work areas where active files may be in use is restricted to CFSGB employees only and authorized third parties.

All inactive files or personal information no longer required are shredded prior to disposal to prevent inadvertent disclosure to unauthorized persons.

Technological Safeguards: Personal information contained in CFSGB computers and electronic databases are password protected in accordance with CFSGB's *Information Security Policy*. Access to any of the CFSGB's computers is password protected. CFSGB's Internet router or server has firewall protection sufficient to protect personal and confidential business information

against virus attacks and "sniffer" software arising from Internet activity. Personal information is contained behind secured networks and is only accessible by a limited number of persons who have been granted access rights to such information. All website related interactions are processed through a gateway provider and are not stored or processed on our servers.

8.0 Openness

CFSGB will endeavour to make its privacy policies and procedures known to the individual via this Privacy Policy as well as the CFSGB *Privacy Statement*. This document will also be available on CFSGB's website: www.cfsouthgeorgianbay.ca.

9.0 Individual Access

An Individual who wishes to review or verify what personal information is held by CFSGB, or to whom the information has been disclosed (as permitted by the *Act*), may make the request for access, in writing, to the CFSGB's Chief Privacy Officer. Upon verification of the individual's identity, the Chief Privacy Officer will respond within 60 days.

If the individual finds that the information held by CFSGB is inaccurate or incomplete, upon the individual providing documentary evidence to verify the correct information, CFSGB will make the required changes to the individual's active file(s) promptly.

10.0 Complaints/Recourse

If an individual has a concern about CFSGB's personal information handling practises, a complaint, in writing, may be directed to the CFSGB's Chief Privacy Officer.

Upon verification of the individual's identity, CFSGB's Chief Privacy Officer will act promptly to investigate the complaint and provide a written report of the investigation's findings to the individual.

Where CFSGB's Chief Privacy Officer makes a determination that the individual's complaint is well founded, the Chief Privacy Officer will take the necessary steps to correct the offending information handling practise and/or revise CFSGB's privacy policies and procedures.

Where CFSGB's Chief Privacy Officer determines that the individual's complaint is *not* well founded, the individual will be notified in writing.

If the individual is dissatisfied with the finding and corresponding action taken by CFSGB's Chief Privacy Officer, the individual may bring a complaint to the Federal Privacy Commissioner at the address below:

Office of the Privacy Commissioner of Canada
30, Victoria Street
Gatineau, Quebec K1A 1H3
Tel 1-800-282-1376
<https://www.priv.gc.ca>

Questions/Access Request/Complaint

Any questions regarding this or any other privacy policy of CFSGB may be directed to the Chief Privacy Officer. Requests for access to information, or to make a complaint, are to be made in writing and sent to the Chief Privacy Officer at the address below:

Gillian Fairley, Chief Privacy Officer

Centre For Business and Economic Development o/a Community Futures South Georgian Bay
105 Hurontario Street, Box 74, Collingwood, ON L9Y 3Z4

Email address: info@cfsouthgeorgianbay.ca

Amendment to CFSGB's Privacy Policies

This CFSGB's Privacy Policy is in effect May 25, 2004 and is retroactive to January 1, 2004. This policy is subject to amendment in response to developments in the privacy legislation. The Chief Privacy Officer will review and revise the Privacy Policy from time to time as required by changes in privacy law. Any changes in the Privacy Policy will apply to Personal information collected from the date of the posting of the revised Privacy Policy on CFSGB's website: www.cfsouthgeorgianbay.ca.