

The Opticians of British Columbia PRIVACY STATEMENT

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OUR COMMITMENT TO PRIVACY

The Opticians of British Columbia (OBC) is committed to controlling the collection, use and disclosure of the personal information provided by its customers.

The OBC Privacy Policy is modeled after the *Canadian Standards Association Model Code for the Protection of Personal Information* and is compliant with federal and provincial privacy laws including the federal *Personal Information Protection and Electronic Documents Act (PIPEDA)*. A summary of the ten principles of fair information practices adopted in the OBC Privacy Policy is included at the end of this Privacy Statement.

WHAT IS PERSONAL INFORMATION?

"Personal information" is personally identifiable information such as your name, residential address and e-mail address and includes information about your product and service subscriptions and usage, credit information and billing records, service and recorded complaints.

Personal information is collected by the OBC only when you specifically and knowingly provide it as such as when you become a member of the OBC, or choose to receive information, products or services from the OBC. We may also receive personal information from our business partners and other third parties provided that such third parties confirm to us that they have obtained your consent to the disclosure of your personal information.

Publicly available information, such as a public directory listing of your name, business address, telephone number and electronic address, is not considered personal information.

COLLECTION AND USE OF PERSONAL INFORMATION

The OBC collects and uses your personal information primarily for the purpose of providing you with the products and services you have requested from us, including newsletters, Vision Magazine, conference information, insurance and membership renewals and other information that the OBC believes will be of interest to you.

Your personal information is used to communicate with you about your membership and to provide you with information related to other OBC services.

The OBC may also contact you from time to time to conduct research and surveys in an effort to continually improve our product and service offerings.

Unless you specifically authorize us to release your personal information, or release is required or permitted by law, the OBC has made it policy not to sell, lease or trade your personal information to other third parties.

The OBC will only ask for information about you that we need and will only ask for it when we need it. When we ask you for the information, we will explain to you why we need it and what we are going to do with it.

We will seek your prior consent to the collection, use and disclosure of the information as required by applicable privacy legislation. Subject to legal and contractual requirements, you can refuse to consent to our collection, use or disclosure of information about you. You may also withdraw your consent to any further collection, use or disclosure of information about you at any time by giving us reasonable notice. If our intended disclosures or uses of information change, we will notify you accordingly.

Your personal information will not be used for any other purpose without your consent.

DISCLOSURE

To enable us to more efficiently provide the products and services you have requested from us, the OBC may share your personal information with associated organizations and with selected third parties who are acting on our behalf as our agents, suppliers or service providers. Such third party service providers are provided only with such information as is necessary in the circumstances (i.e. your residential address may be disclosed should your business address be unavailable. Information provided to third parties may be used only for the purpose stipulated and is subject to strict terms of confidentiality.

ACCURACY

The OBC will try to ensure that information about you is accurate, complete and up-to-date. However, please inform the OBC of any change of name, address or other information. In the event you have questions about the accuracy of factual information we have collected about you, you will have access to that information in order to verify and update it. If we have disclosed inaccurate information about you to a third party, we will be pleased to contact the third party in order to correct the information.

SECURITY

The OBC is committed to protecting your privacy. Security measures, such as locked cabinets, restricted access and the use of passwords and encryption have been adopted to protect your personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. Our employees have been trained to respect your privacy at all times and those employees with access to your personal information shall use your personal information strictly in accordance with the OBC Privacy Policy and the laws applicable to each specific business.

ACCESS

If you have any questions about the collection, use or disclosure of your personal information by the OBC or if you simply want to know whether we have any of your personal information on file, you may contact the OAC Privacy Compliance Officer at the OAC administrative office.

PRINCIPLES OF FAIR INFORMATION PRACTICES

1. Accountability

The OBC is responsible for the personal information under its control and shall designate one or more individuals who shall be accountable for the company's compliance with the procedures and principles set out in the OBC Privacy Policy.

2. Identifying Purposes

The OBC will identify the purpose for which personal information is collected at or before the time the information is collected. The purposes for which information is collected, used or disclosed by the OBC must be those that a reasonable person would consider are appropriate in the circumstances.

3. Consent:

The knowledge and consent of the individual are required for the collection, use or disclosure of personal information, except where consent is not required by privacy legislation.

4. Limiting Collection

The OBC shall limit the collection of personal information to that which is necessary for the purposes identified. Personal information shall be collected by fair and lawful means.

5. Limiting Use, Disclosure, and Retention

Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of the purposes for which it was collected.

6. Accuracy:

Personal information shall be as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used.

7. Safeguards:

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.

8. Openness:

The OBC shall make readily available to its members specific information about its policies and practices relating to the management of personal information.

9. Individual Access: Upon request, an individual shall be informed of the existence, use and disclosure of his or her personal information and shall be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

10. Challenging Compliance: An individual shall be able to address a challenge concerning compliance with the above principles to the OAC Privacy Officer.

If you have any questions about the OBC privacy policy please contact the OAC Privacy Officer at:

Privacy Officer,
The Opticians Association of Canada,
2706-83 Garry St.,
Winnipeg, MB
R3C 4J9
Ph. 982-6060
Fax. 947-2519
Email. Canada@opticians.ca