

Privacy Policy

Purpose of the Policy

Ocean Wise Conservation Association (Ocean Wise) and the Vancouver Aquarium Conservation Foundation (Foundation) value the privacy of visitors, program participants, business partners, members, donors, volunteers and employees. This Privacy Policy outlines the practices that have been put into place in accordance with the Personal Information Protection Act (the Act) to safeguard the personal information that has been entrusted to us.

Accountability

Ocean Wise and the Foundation are committed to collecting and using information only for the purpose for which it was gathered and only with the consent of the person to whom the information belongs. Ocean Wise and the Foundation do not give, rent, or sell personal information except when required by law.

Ocean Wise and the Foundation have designated a Privacy Officer to oversee the organization's compliance with this policy. Privacy inquiries can be directed to:

Privacy Officer
Ocean Wise Conservation Foundation
PO Box 3232 Vancouver BC V6B 3X8
Telephone: 604 659 3589
Facsimile: 604 659 3515
Email: privacy@ocean.org

Identifying Purposes

Ocean Wise and the Foundation collect personal information in completing business transactions and in the course of supporting its mission. Personal information includes any information which may identify an individual's contact information, preferences, interests, special needs, affiliations, professional and personal relationships, age or birth date, contacts with Ocean Wise and the Foundation and transactional history.

These activities include but are not limited to:

- ticket purchases
- membership administration
- program registration
- special events
- conservation initiatives management
- donor relations
- contests or promotions
- volunteer management
- employee management

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Consent

Consent to the collection, use and disclosure of Personal Information may be obtained in various ways:

- Consent may be expressed (e.g. orally, electronically or in writing), or
- Consent may be implied (e.g., when you provide information necessary for a service you have requested).

By providing us with Personal Information we will deem you to understand this Privacy Policy, and we will deem you to consent to our collection, use and disclosure of such Personal Information for the purposes identified or described in this Privacy Policy, if applicable, or otherwise at the time of collection.

You may withdraw your consent to our collection use and disclosure of Personal Information at any time, subject to contractual and legal restrictions and reasonable notice. Note that if you withdraw your consent to certain uses of your Personal Information, we may no longer be able to provide you with certain of our products and services.

Limiting Collection, Use, Disclosure and Retention

The collection of personal information is limited to the extent necessary to fulfill the specific purpose.

Personal information is not 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 is retained only as long as necessary for the fulfillment of those purposes.

Accuracy

Every effort is made to maintain accurate information and to update it as new information is available.

Individuals may contact Ocean Wise and the Foundation in writing at any time to update their personal information. Requests from the individual will be accepted without exception to correct inaccurate or incomplete information, or for the deletion of unnecessary information.

Security

Ocean Wise and the Foundation protect all personal information regardless of the format in which it is held. The methods of protection include:

- physical measures, such as locked filing cabinets and restricted access to offices;
- organizational measures, such as limiting access on a “need to know” basis; and
- technological measures, such as the use of passwords and encryption.

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All employees are trained on the importance of maintaining the confidentiality of personal information. Employees of Ocean Wise and the Foundation are prohibited from disclosing or using of the information for any purposes other than the stated business purposes.

Care will be taken in the disposal or destruction of personal information to prevent unauthorized parties from gaining access to the information.

Access

Ocean Wise and the Foundation's Privacy Policy is available to the public online at our website www.ocean.wise.org or by request to the Privacy Officer.

Upon request, Ocean Wise and the Foundation will inform an individual of the existence, use, and disclosure of his/ her personal information held by Ocean Wise and the Foundation and will provide documentation of that information. An individual will be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

Any questions or concerns regarding Ocean Wise and the Foundation's compliance with Privacy Policy can be directed to the Privacy Officer. Ocean Wise and the Foundation will investigate all complaints. If a complaint is found to be justified, Ocean Wise and the Foundation will take appropriate measures, including amending its policies and practices if necessary.