

# Privacy Policy

## Commitment to Privacy

We are committed to protecting your privacy and your personal information through responsible privacy management practices.

Visitors to our website can trust that we take their privacy very seriously and use all reasonable measures to protect personal information against unauthorized collection, use, and disclosure.

## What is Personal Information?

Personal information is recorded information about an identifiable individual. Personal information includes, but is not limited to an individual's name, personal address, personal phone number, birth date, personal email address, social insurance number, signature, credit card information, and any other information that could identify an individual.

In contrast, personal information **does not** include an individual's contact information at a place of business or employment, including an individual's name, position name or title, business telephone number, business address, business email or business fax number.

## Collection, Use, and Disclosure of Your Personal Information

BC Sport Fishing Group collects personal information for purposes of administering and delivering BC SPORT FISHING GROUP products and services.

Any personal information BC Sport Fishing Group collects from you will only be used for the purpose for which it was collected, or for a use consistent with that purpose.

BC Sport Fishing Group limits the amount of personal information that it collects and only collects what is necessary for the purpose for which it was collected.

With limited exceptions, BC Sport Fishing Group will only collect your personal information directly from you and with your consent.

If a user voluntarily uses one of our online or web-based services, the user is deemed to have consented to the collection, use, and disclosure of the personal information provided in accordance with FIPPA, or other applicable enactment. **You are not required to provide your personal information through BC Sport Fishing Group website. You have the right to request available online or web-based BC SPORT FISHING GROUP services by other available means.**

## **Electronic Forms and Personal Information**

If you choose to provide BC Sport Fishing Group with personal information in an email or by filling out an electronic form and submitting it to BC Sport Fishing Group through our website, BC Sport Fishing Group will use that information to respond to your message and to assist us in providing you with the requested information or service.

## **Security and Storage of Personal Information**

BC Sport Fishing Group is committed to taking all reasonable measures to protect your privacy and your personal information against unauthorized collection, use, disclosure, modification or destruction.

BC Sport Fishing Group manages, secures and stores personal information by utilizing current industry standards and best management practices. BC SPORT FISHING GROUP website security practices are continually evolving and improving in order to ensure that your personal information is reasonably protected and secured.

Users should be aware that while BC Sport Fishing Group takes reasonable security measures to protect your privacy and personal

information, there is always an element of risk when you provide your personal information through an internet (web-based) service provider.

**Users are responsible for carefully considering what personal information you wish to submit through the use of BC Sport Fishing Group website. Users are responsible for safeguarding their user identifications, passwords or any other special identifiers used to access BC Sport Fishing Group website.**

## **Retention of Personal Information**

BC Sport Fishing Group's commitment to protecting your personal information extends to securely storing, retaining and disposing of your personal information.

## **Access to and Correction of Personal Information**

You may request access to your personal information and/or correction of your personal information by contacting us at the email address below.

Please help BC Sport Fishing Group maintain the accuracy of your personal information by notifying us of any changes to your personal information.

## **Visiting our Website - Website Analytics**

Even if you do nothing more than browse, read pages or download information during your visit to BC Sport Fishing Group website, please be aware that BC Sport Fishing Group automatically gathers and stores certain information about your visit. When you visit [www.bcsportfishinggroup.com](http://www.bcsportfishinggroup.com), our website automatically collects a limited amount of information for the website's operation and security. This information includes the Internet Protocol (IP) address of the computer or device you use to access our website. As well, the type of computer or device, operating system, browser type, pages viewed and content download is also collected when you visit our website.

Our website may use “cookies” which is user data sent by an internet server to a web browser. The web browser returns the data to the internet server each time the internet server is accessed by the same user.

“Cookies” are used to track a user’s access to the internet server. We may share the website information generated through the use of “cookies” with third-party organizations that we have a commercial relationship with in order to measure the use and functionality of our website. Users may adjust their browser settings in order to block the use of “cookies” if they so choose.

BC Sport Fishing Group uses *Google Analytics* for purposes of gaining insights into how BC Sport Fishing Group website is being used, and with a view to measuring our performance and improving upon on our customers’ online experience. None of the information collected by *Google Analytics* is personally identifiable and your identity remains anonymous. Users should be aware however that this information could be processed outside Canada in any country where Google operates. The information collected by *Google Analytics* is used specifically by us to:

- Monitor the use of our website
- Identify requirements for website improvement
- Analyze trends and track visitor movement on the site
- Gather broad demographic information for aggregate use
- Measure whether we are providing you with the best possible website experience

## **Link to Other Websites**

Our website may contain links to other third-party websites. When a user clicks one of those links, the user is accessing another website. BC Sport Fishing Group *Website Privacy Statement* does not apply to third-party websites or online payment services. BC Sport Fishing Group assumes no responsibility or liability for, or control over, third-party websites that may be accessed through BC Sport Fishing Group website. BC Sport Fishing Group assumes no responsibility or liability for the unauthorized collection, use, and disclosure of personal information by third-party

websites or online payment services accessed through our website. If you access a third-party website or online payment service through our website, the user is responsible for reviewing the third-party's privacy statement or policy.

## **Updates**

We commit to reviewing and updating BC Sport Fishing Group *Privacy Statement* on a regular basis in order to reflect changes to BC SPORT FISHING GROUP website administration and to our privacy management practices.

## **Contact**

If you have questions about the BC Sport Fishing Group *Website Privacy Statement* or about our privacy management practices, contact:

Tony Nootebos  
100 Esplanade Ave.  
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