



# Privacy Policy

Current as of: 01/01/2020

### Introduction

Cheer Canada is committed to safeguarding the personal information entrusted to Cheer Canada by its members or others seeking to make use of Cheer Canada resources. We manage all personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and any other applicable laws.

This policy outlines the principles and practices we follow in protecting all personal information. This policy applies to Cheer Canada, its members and their members. The policy also applies to any person providing services on our behalf. A copy of this policy shall be provided to any member upon request.

### Definition of Personal Information

Personal information means information about an identifiable individual. This includes an individual's name, home address, email address, phone number, age, sex, race, nationality, ethnicity, origin, marital or family status, health care history including information on physical or mental disability, an identifying number, financial information, educational history, etc.

### Collection of Personal information

Cheer Canada collects only the personal information that is required for the purposes of providing services to members including personal information needed to:

- ✓ Register members for and deliver requested programs and services (i.e. competitions, conferences, certifications and clinic registrations)
- ✓ Schedule and contact judges regarding competition assignments
- ✓ Process and deliver Email subscriptions
- ✓ Contact members regarding upcoming events of interest
- ✓ Contact members to pursue dispute and complaint resolution
- ✓ Contact coaches and supervisors to obtain required documentation for certifications
- ✓ Use event, team, individual, and group photos for advertising, on various social media platforms, and Cheer Canada's website

Cheer Canada collects information directly from our members. Cheer Canada may collect information from other persons with member consent or as authorized by law. Cheer Canada informs members, before or at the time of collecting personal information, of the purposes for collecting the information. The only time this notification is not provided is when a member volunteers information for an obvious purpose. This can include scenarios when an individual emails Cheer Canada requesting that Cheer Canada provide further information on a topic, when a member sends in insurance forms or registrations, when a member is applying for funding or submitting an application, when a member is submitting an award nomination on behalf of another member, etc.

### Consent

Cheer Canada asks for consent to collect, use or disclose member personal information, except in specific circumstances where collection, use or disclosure without consent is authorized or required by law. Cheer Canada may assume consent in cases where members volunteer information for an obvious purpose, as indicated within the "Collection of Personal Information" paragraphs.

Cheer Canada asks for express consent for some purposes and may not be able to provide certain services if members are unwilling to provide consent to the collection, use or disclosure of certain personal information. Where express consent is needed, Cheer Canada will ask members to provide their consent orally (in person, by telephone), in writing (by signing a consent form, by checking a box on a form) or electronically (by clicking a button). A member may withdraw consent to the use and disclosure of personal information at any time, unless the personal information is necessary for us to fulfill our legal obligations. Cheer Canada will respect your decision but may not be able to provide the member with certain products and services if Cheer Canada does not have the necessary personal information.

Cheer Canada may collect, use or disclose member personal information without consent only as authorized by law. For example, Cheer Canada may not request consent when the collection, use or disclosure is reasonable for an investigation or legal proceeding, to collect a debt owed to our organization, in an emergency that threatens life, health or safety, or when the



personal information is from a public telephone directory.

#### Using and Disclosing Personal Information

Cheer Canada uses and discloses member personal information only for the purposes for which the information was collected, except as authorized by law. Cheer Canada may confidentially share member personal information with an outside organization (including, but not limited to Sport Canada, the international Cheer Union, and the IASF) in order to complete our business on behalf of members. If information is shared with an outside organization the information released will only include what is required to complete the service and will be maintained in complete confidence by that organization.

Cheer Canada may use member contact information to deliver goods. The law also allows Cheer Canada to use that contact information for the purpose of collecting a debt owed to our organization, should that be necessary.

#### Safeguarding Personal Information

Cheer Canada protects member personal information in a manner appropriate for the sensitivity of the information. Cheer Canada aims to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

Cheer Canada uses appropriate security measures when destroying member personal information, including shredding paper records and permanently deleting electronic records. Cheer Canada retains member personal information only as long as is reasonable to fulfill the purposes for which the information was collected or for legal or business purposes.

#### Access to Records Containing Personal Information

Members of Cheer Canada have a right of access to their own personal information in a record that is in custody or under control of Cheer Canada, subject to some exceptions. Organizations are required under the PIPEDA to refuse to provide access to information that would reveal personal information about another individual. Organizations are authorized under the act to refuse access to personal information if disclosure would reveal confidential business information. Access may also be refused if the information is privileged or contained in mediation records.

If Cheer Canada refuses a request in whole or in part, the member will be provided with the reasons for the refusal. Where exceptions to access apply, Cheer Canada may withhold that information and provide the member with the remainder of the record. Members may make a request for access to personal information by writing to our official mailing address cited on our website. Members must provide sufficient information in the request to allow Cheer Canada to identify the information the member is seeking. Members may also request information about Cheer Canada's use of personal information and any disclosure of that information to persons outside Cheer Canada organization.

Cheer Canada relies on members to notify Cheer Canada if there is a change to their personal information that may affect their relationship with our organization. If a member is aware of an error in our information about themselves, please contact Cheer Canada and it will be corrected on request wherever possible. In some cases, we may ask for a written request for correction.

Cheer Canada may charge a reasonable fee to provide information, but not to make a correction. Cheer Canada will advise members of any fees that may apply before beginning to process a request.

#### Questions and Complaints

If you have a question or concern about any collection, use or disclosure of personal information by Cheer Canada, or about a request for access to your own personal information, please contact our Cheer Canada office:

Cheer Canada  
10345 136 St. NW  
Edmonton, AB  
T5N 2E6  
[info@cheerleadingcanadainc.com](mailto:info@cheerleadingcanadainc.com)