

Privacy Policy

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Purpose and Scope of the Policy

Sustainable Building Manitoba (“SBM”, “us”, “we”, or “our”) operates the <https://www.sustainablebuildingmanitoba.ca> and any other websites under the sustainablebuildingmanitoba.ca domain name (hereinafter referred to as the “Service”).

This Privacy Policy informs you of our policies and practices regarding the collection, use and disclosure of Personal Data (as defined below) when you use our Service and the choices you have associated with that data. In this Privacy Policy, “Personal Data” means any information that identifies, or could be reasonably associated with, an individual. Information that is aggregated and/or de-identified and cannot be associated with an identifiable individual is not considered to be personal data. We use your data to provide and improve the Service. By using the Service, you acknowledge that you have read and understand this Privacy Policy.

Effective Date:

Last Updated: November 12, 2021

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

If you are using our Service, we may collect the following categories of Personal Data:

- **Identifiers and contact information:** Such as your first name and last name, email and postal address, and phone number.
- **Demographic information:** Such as your date of birth and gender.
- **Transactional information:** Such as history of purchases made through the Service.
- **Usage data:** We collect information about how the Service is accessed and used, including your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

How We Collect Personal Data

We may collect Personal Data in a variety of ways:

Directly from you

We may collect Personal Data directly from you, for instance if you create an account on the Service, register to become a member of SBM, subscribe to our newsletter, register to participate in an event, or contact us with an inquiry.

From our Members and Other Third Parties

We may receive Personal Data from our members, for instance if you are an employee of a corporate sponsor. We may also receive Personal Data from other third parties with your consent or when authorized by law.

Through Cookies and Similar Online Tracking Technologies

We use cookies and similar tracking technologies to track the activity on our Service and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyze our Service.

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You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we currently use or may use in the future:

- **Session Cookies:** We use Session Cookies to operate our Service.
- **Preference Cookies:** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies:** We use Security Cookies for security purposes.
- **Advertising Cookies:** Advertising Cookies are used to serve you with advertisements that may be relevant to you and your interests.

Use of Data

We may also use your Personal Data for any purpose where you have given your consent and when authorized or required by applicable laws and regulations. You may opt out of receiving any or all of these communications from us by following the unsubscribe link or the instructions provided in any email we send.

Generally, SBM may use Personal Data for the following purposes:

- To provide and maintain our Service.
- To verify your identity.
- To notify you about changes to our Service.
- To allow you to participate in interactive features of our Service when you choose to do so.
- To provide customer support and respond to your inquiries.
- To process your applications and requests (for instance, a membership application).
- To create, administer and maintain your account.
- To allow you to make purchases through the Service.
- To gather analysis or valuable information, including about your use of the Service, so that we can improve our Service.
- To monitor the usage of our Service.
- To detect, prevent and address technical and security issues.
- To customize the content we provide on the Service.
- To send you newsletters, promotional materials, and other information that may be of interest to you.
- To send notices to our membership as required by law.

Sharing of Data

The SBM may share your Personal Data for any purpose where you have given your consent or when authorized or required by applicable laws and regulations. For instance, we may have to provide personal

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information for legal or regulatory purposes or for the purpose of preventing fraud/loss, for example to fraud prevention agencies.

We may also share personal information with our service providers, who perform services on our behalf, such as credit card processors, suppliers who provide technology services and solutions, and data management firms or logistic support (“Service Providers”). The service providers are subject to contractual and other legal obligations to preserve the confidentiality of your information and to respect your privacy, and they will only have access to and use the data they need to perform their functions. For more information, please review the section entitled “Service Providers” below.

Legal Basis for Processing Personal Data for Residents of the European Economic Area

If you are residing in the European Economic Area (“EEA”), the SBM’s legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

The SBM may process your Personal Data in the following circumstances:

- We need to perform a contract with you.
- You have given us permission to do so.
- The processing is in our legitimate interests and it is not overridden by your rights. For example, we may process your Personal Data to protect you, us, or others from threats (such as security threats or fraud), to comply with laws that apply to us; to enable or administer our business (such as for quality control, consolidated reporting, and customer service).
- For payment processing purposes.
- To comply with the law.

Retention of Data

The SBM will retain your Personal Data only for as long as is necessary for the purposes for which it was collected, unless otherwise required or permitted by law. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.

Where We Store Personal Data

We generally store Personal Data in Canada. However, some of our Service Providers may also access, process or store your Personal Data outside of Canada. As a result, it may be subject to the law of jurisdictions other than Canada, including any law permitting or requiring disclosure of the information to the government, government agencies, courts and law enforcement in such jurisdiction.

The European Commission has determined that certain countries outside of the EEA adequately protect Personal Data, including Canada. If we transfer Personal Data from the EEA to other countries that have

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not been deemed adequate, we comply with legal frameworks that establish an equivalent level of protection with EU law.

Security of Data

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. We employ organizational, physical and technological measures to protect the confidentiality of personal information and to safeguard Personal Data against loss or theft, as well as unauthorized access, disclosure, copying, use or modification, in light of, among other things, the sensitivity of the information and the purposes for which it is to be used.

Your Rights Concerning Your Personal Data

We respect your right to access and rectify your Personal Data. You also have the right to withdraw consent at any time and request that we stop using, sharing or otherwise processing where the SBM relied on your consent to process your personal information. If you are a resident of the EEA, you have certain additional rights:

- **The right to object:** You have the right to object to our processing of your Personal Data in certain circumstances. We may, however, continue to process your Personal Data unless your interests, rights and freedoms override our legitimate interests.
- **The right of restriction:** You have the right to request that we restrict the processing of your Personal Data, for instance if you believe your data is inaccurate.
- **The right to data portability:** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- **Right of deletion:** You have the right to request that we delete your Personal Data, in which case we will carry out this request unless we have a legal or contractual obligation to keep certain information about you.

Please note that we may ask you to verify your identity before responding to such requests.

You may exercise your rights by contacting us using the contact information in the section entitled "Contact Us" below. You may also change your information through your online account if you have one.

You also have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the EEA.

Service Providers

We may employ Service Providers for various purposes, for instance to provide part of the Service on our behalf, perform Service-related services or assist us in analyzing how our Service is used.

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Service Providers have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

For instance, we may use Service Providers as follows:

Analytics:

We may use Service Providers to monitor and analyze the use of our Service. For example, we may use the following Service Provider:

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visit activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>

Registration and Communications:

We may use Service Providers to make it easy for you to register for our events and become a member. Registration may be for events in physical locations, events held online (webinars, seminars, short courses) and anything else that we offer that may be of interest to you. For instance, we may use the following Service Providers:

Eventbrite

We use Eventbrite to manage registration for events. Their Privacy Policy can be viewed at https://www.eventbrite.ca/support/articles/en_US/Troubleshooting/eventbrite-privacy-policy?!g=en_CA

Join It

We use Join It to manage our membership database. Their Privacy Policy can be viewed at <https://www.joinit.org/privacy>

Communications:

We may use Service Providers to communicate with you, helping to support and maintain our Service. For instance, we may use the following Service Provider:

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Mailchimp

We use Mailchimp to send our email newsletters and other email communications to our membership as needed. Their Privacy Policy can be viewed at <https://mailchimp.com/legal/privacy/>

Payments:

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing.

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we may work with are:

Moneris

Their Privacy Policy can be viewed at <https://www.moneris.com/en/Privacy-Policy>

Stripe

Their Privacy Policy can be viewed at <https://www.stripe.com/ca/Privacy>

Links to Other Sites:

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third-party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to This Privacy Policy:

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and any other websites under the sustainablebuildingmanitoba.ca domain name. If the changes we make are significant, we will provide a more prominent notice, when required by applicable laws. By continuing to use our Service after the modified version of the Privacy Policy has been posted or you have been informed of such an update, you are acknowledging that you have read the changes to our Privacy Policy.

The "effective date" at the top of this Privacy Policy indicates when it was last updated.

Effective Date:

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Contact Us:

If you have any questions about this Privacy Policy, your personal data, storage or use, please contact the SBM Privacy Official:

By email: info@sustainablebuildingmanitoba.ca

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