

## **Privacy Policy**

The Canadian Sport Tourism Alliance (CSTA) is committed to providing the highest possible quality of services and products to its clients. We believe in maintaining our professionalism and integrity at all times; to this end, we have based our Privacy Policy on the model provided by the Canadian Standards Association (CSA) to help you understand how we collect, use, and safeguard any personal information that you may provide to us, and help you to make informed decisions regarding the use of our Website, products and services. This statement will be re-assessed on an ongoing basis as technologies, business practices, and our customers' needs evolve.

## **Information Collected by CSTA**

When visiting the CSTA Website, you may be providing us with two kinds of information: 1) personal information that you knowingly choose to disclose (collected on an individual basis); and 2) Website user information that is collected on an aggregate basis as you browse the site. These kinds of information will be used as follows:

**Personal Information:** Any information you choose to submit through our Website will be used only by CSTA. CSTA's lists are private and are not sold to any third parties. We may choose to share your information with strategic partners as noted below.

**Website User Information:** Aggregate information collected via our server logs pertains to the use of our Website. This information includes time and date of visits, pages viewed, and time spent at our site, along with the Websites visited immediately prior to and following our site. None of this information is personal.

## **Use of Your Information**

CSTA uses your personal information to aid in the administration of our business activities, improve our Website content, and provide and improve customer service through making additional products and services available to you. We may occasionally use the information we gather in order to notify you regarding important changes to our Website and/or new services and products, or to alert you to special offers. Any lists we maintain for this purpose are developed and maintained under strict corporate standards designed to safeguard your privacy and security. You may opt out of these offers at any time by clicking on a response box when you receive such an offer, or by emailing us at [info@canadiansporttourism.com](mailto:info@canadiansporttourism.com).

## **Sharing Information**

CSTA may, at times, enter into strategic marketing partnerships or alliances with third parties. These third-party partners may be given access to personal information such as client names, phone numbers, addresses, and email accounts so that they may provide you with information regarding products and/or services we think may be of interest to you. CSTA will retain all ownership rights to the information and you may opt out of these offers at any time by clicking on a response box when you receive such an offer, or by emailing us at [atinfo@canadiansporttourism.com](mailto:atinfo@canadiansporttourism.com).

### **Protection of Information**

CSTA is accountable for all personal information under its control. Any questions regarding CSTA's handling of personal information should be directed to our CEO who is designated as responsible for our Privacy Policy. You may reach our CEO by email at [info@canadiansporttourism.com](mailto:info@canadiansporttourism.com), or by telephone at 613-688-5843.

CSTA uses encryption/security software to safeguard your personal information from unauthorized access, accidental disclosure or loss, alteration, or destruction.

### **Information Protection Practices**

CSTA's operations and business practices are occasionally reviewed in order to ensure compliance with the corporate policies and procedures that govern the security, confidentiality, and accuracy of our information.

### **Employee Access**

CSTA's corporate practices ensure ethical standards and policies. We are committed to the protection of confidential information. The use and disclosure of your personal information is limited to authorized persons, processes and transactions.

### **Information Disclosure to Third Parties**

CSTA does not sell its customer lists to outside or third parties. Any information provided to our affiliates or to reputable third parties is limited to aggregate information regarding sales, Website traffic patterns and related Website information, and will not include any personal data unless otherwise provided in this Privacy Policy.

### **Legal Disclosure**

CSTA reserves the right to disclose information when we, in good faith, believe that we are compelled to do so by law or need to do so for the protection of our legal rights.

### **External Links**

CSTA's Website may contain hyperlinks to other Websites controlled by third parties. We are not responsible for these sites and do not endorse them or accept any responsibility for their content or for your use of them. Links to other sites are a courtesy intended to provide pointers to information that may be of interest to our Website users. When you use such a link, you leave the CSTA Website and our Privacy Policy is no longer in effect. Any use of a third-party Website is subject to that site's own policies and rules; please review those policies and rules before you proceed.

### **Consent**

By using the CSTA Website, you consent to our collection and use of your personal information as described in this Privacy Policy. Please ensure that you review this Privacy Policy periodically so that you are aware of any changes to it.

### **Access to Your Information**

You may request to see and/or edit any and all of your personal information that we have on record. We will also, on request, inform you regarding what that information is being used for

and to whom it has been disclosed. To make a request for such information, please contact our privacy officer.

If you have any questions, concerns, or comments regarding this Privacy Policy, please contact CSTA at [info@canadiansporttourism.com](mailto:info@canadiansporttourism.com), or by telephone at 613-688-5843.