

Privacy Policy

Our Privacy Policy was last updated on May 23, 2023

This Privacy Policy is developed for the Taking Care of Business Program, an initiative overseen by the Community Futures Development Corporation of the North Cariboo with participation from other Community Futures offices across British Columbia, Canada.

Our Privacy Policy describes Our policies and procedures for collecting, using and disclosing Your information when You use the Service. This Privacy Policy tells You about Your privacy rights and how the law protects You. Your privacy is very important to Us, and this Privacy Policy outlines how We protect the Personal Data We collect about You.

We use Your Personal Data to provide and improve the Service and our Programs. By using the Service and enrolling in our Programs, You agree to the collection, use and disclosure of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear singular or plural.

Definitions

For this Privacy Policy:

- "**Account**" means a unique account created for You to access Our Service or parts of Our Service.
- "**Company**" (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to the Community Futures Development Corporation of the North Cariboo.
- "**Country**" refers to Canada.
- "**Cookies**" are small files placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- "**Device**" means any device that can access the Service, such as a computer, a cell phone or a digital tablet.
- "**Personal Data**" is any information related to an identified or identifiable individual.
- "**Program**" is any Service offered through the Community Futures Development Corporation of the North Cariboo as part of the Taking Care of Business Program.

- **"Service"** refers to the Website and all activities listed under the Website, including but not limited to the Disaster Recovery and Economic Adjustment Initiative, business supports including but not limited to workshops, coaching and consulting services, business advisory services, peer mentoring groups, business-specific training, and business lending as well as any business resources on the Website.
- **"Service Provider"** means any natural or legal person who processes Personal Data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **"Usage Data"** refers to data collected automatically, either generated by using the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **"Website"** refers to www.takingcareofbusiness.biz .
- **"You"** and **"Your"** means the individual accessing or using the Service, the Company, or other legal entity on behalf of which such individual is accessing or using the Service.

Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service or enrolling in Our Programs, We may ask You to provide Us with certain Personal Data that can be used to contact or identify You. Personal Data and other potentially sensitive information that We may collect may include, but is not limited to:

- Your email address
- Your first name and last name
- Your business name and address
- Your business phone number
- The North American Industry Classification System code associated with Your business
- Demographic information, including Your sex, gender, aboriginal status, and whether You are a youth (age 18yr-29yrs)
- Your business type, such as whether you are organized as a sole proprietor, partnership, corporation, not-for-profit, or cooperative
- Your business registration type and number
- The number of employees associated with Your business and the name and email of these employees and the owners of Your business
- Your sales range in the last 12 months
- Your history of business-specific training
- Your costs of training and travel related to participation in the Services and the Programs
- Your other funding sources for Your business
- A description of the stage of Your business, key business challenges, and Your vision for Your business
- Logs related to Your attendance at Our Programs
- Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device'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.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device's unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service or access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

We use Session Cookies to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

Third parties on Our Site may use Persistent Cookies. These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with Your device to access the Website. We may also use these Cookies to test new pages, features or new functionality of the Website to see how Our users react to them.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To plan, provide and maintain Our Service**, including monitoring the usage of Our Service, delivery of Our Service, conducting needs assessments related to Our Service and matching you with a Service activity that aligns with your requested needs.
- **To manage Your Account**: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.

- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- **To contact You:** To contact You by email, telephone, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To identify Service and funding eligibility and to reimburse You:** To support identifying whether you qualify for a given Service and to support enrollment in the Service and reimbursement of any eligible expenses associated with Your participation in the Service.
- **To provide You with news,** special offers and general information about other goods, services and events which We offer similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend to and manage Your requests to Us.
- **For business transfers:** We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about Our Service users is among the assets transferred.
- **To deliver the Programs:** We may use Your information in logs during Our Programs to help Us monitor and support Your experience at Our Programs.
- **For marketing and publicity purposes:** We may use photographs of You for publicity purposes, including but not limited to the company's website, printed material and social media. We will request your permission where appropriate.
- **For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of Our promotional campaigns and evaluating and improving Our Service, products, services, marketing, and Your experience.

We may share Your Personal Data in the following situations:

- **With Service Providers:** We may share Your Personal Data with Service Providers to host, monitor and analyze the use of Our Service, for payment processing, to contact You or for any other purposes for which the Personal Data was previously collected.
- **For business transfers:** We may share or transfer Your Personal Data in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, for a purpose for which the Personal Data was previously collected. Affiliates include the other Community Futures corporations in British Columbia and any other subsidiaries, joint venture partners or companies that We control or are under common control with Us.
- **With other users:** when You share Personal Data or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **With Your consent:** We may disclose Your Personal Data for any other purpose with Your consent.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. 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.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for more extended periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and other places where the parties involved in the processing are located. This information may be transferred to and maintained on computers outside your province, state, country or other governmental jurisdiction where the data protection laws may differ from yours.

The Company will take commercially reasonable steps to ensure that Your Personal Data is treated securely and under this Privacy Policy. The Company will take commercially reasonable steps to ensure no transfer of Your Personal Data to an organization or a country unless adequate controls exist, including the security of Your data and other Personal Data.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required by law or in response to valid requests by public authorities (e.g. a court or a government agency).

If authorized by law

The Company may disclose Your Personal Data if it is authorized by applicable laws, including but not limited to the *Personal Information Protection Act* (SBC 2003) Ch 63 and the *BC Privacy Act*, RSBC ch 373.

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation.
- Protect and defend the rights or property of the Company.
- Prevent or investigate possible wrongdoing in connection with the Service.
- Protect the personal safety of Users of the Service or the public.
- Protect against legal liability.

Security of Your Personal Data

Safeguards are in place to protect the security of Personal Data. These safeguards include physical, technological, and administrative security measures appropriate to your personal data's sensitivity. These safeguards are aimed at protecting Personal Data against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.

The security of Your Personal Data is important to Us, but no method of transmission over the Internet or method of electronic storage is completely secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Detailed Information on the Processing of Your Personal Data

The Service Providers We use may have access to Your Personal Data. These Service Providers collect, store, use, process and transfer information about Your activity on Our Service in accordance with their Privacy Policies.

Analytics

We may use third-party Service providers to monitor and analyze the use of Our Service.

Children's Privacy

We do not knowingly collect Personal Data from anyone under the age of 13 without their legal guardian's consent. If You are a guardian and You are aware that Your child has provided Us with Personal Data, without your consent, please contact Us.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third-party's website. We strongly advise You to review the privacy policy of every site You visit.

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

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.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when posted on the Website.

Contact Us

If you have any questions about this Privacy Policy, You can contact Us:

- By sending Us an email to our Privacy Officer at: greg@cfquesnel.com