

# Privacy Policy of B.C. Marine Trails Network Association

*Approved by the BC Marine Trails board*

This Website Privacy Policy explains how B.C. Marine Trails Network Association (BCMT) collects, uses, protects and discloses Personal Information and the choices you have with respect to the information, The BCMT collects your online information via our website [www.bcmarinetrails.org](http://www.bcmarinetrails.org) when joining as a member. The application that handles your information automatically sets up a newsletter account on Mailchimp. Members of the public also can receive our newsletter by signing up via our website using a Mailchimp sign-up form. Our privacy practices are based on and compliant with British Columbia's Personal Information Protection Act (PIPA), and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), and the ten internationally recognized privacy principles.

In this Policy, when we say "we", "us" and "our", we are referring to the B.C. Marine Trails Network Association (also referred to as "BCMT"). When we say "member", we are referring to an individual who has purchased an individual, family or business membership. When we say "member" you may also be a representative of a member paddling club.

In this Policy, "Personal Information" means information about an identifiable individual such as name, residential or home address, email address and telephone number. We do not collect more personal or sensitive information such as gender, age, or other personal information.

## **Accountability**

BCMT's IT Team is responsible for the creation, oversight and implementation of our privacy and security programs and the necessary procedures to protect Personal Information. If you have any questions about privacy or security of personal information you can contact our HelpDesk at:

Email: [helpdesk@bcmarinetrails.org](mailto:helpdesk@bcmarinetrails.org)

## **Limited collection and use of personal information**

The BCMT collects, uses, and discloses Personal Information for the following purposes:

- To allow access to our website and map resources;
- To provide BCMT membership benefits;
- To verify a member's identity;
- To conduct BCMT's annual election process;
- To contact BCMT members and provide monthly newsletters;

- To contact and register individuals, on request, in BCMT-sponsored activities such as clean ups;
- To allow individuals to use our online technologies; and
- To meet regulatory requirements.

We will collect only the minimum amount of information that is required to meet the above purposes..

The BCMT collects and uses the following information:

## **All individuals (member and non-member)**

### **Email address:**

When you join the BCMT as an individual, family or business members we collect first and last name, address, and email. Phone numbers and volunteer information is optional. Joining as a member automatically subscribes you to Mailchimp. Mailchimp retains first and last name as well as your email address. The public can also sign up to Mailchimp newsletters.

Your email will be used for account generation, and it will also be used to contact you for the purposes of monthly newsletters, BCMT benefits, and for verifying your identity when contacting you about membership issues. At any time, you can opt-out of email communication from us by clicking on the unsubscribe link at the bottom of our newsletters.

When you register for an account or subscribe to our email newsletter, you will be required to acknowledge that you have read, understood and agree to comply with the Terms of Use and this Website Privacy Policy, as it may be amended from time to time, for as long as you continue to use our website and map. If you do not agree with the Terms of Use or this Website Privacy Policy, do not sign up for an account or subscribe to our emails.

### **HelpDesk:**

You may contact our HelpDesk at [helpdesk@bcmarinetrails.org](mailto:helpdesk@bcmarinetrails.org). We are a volunteer-run organization so give some time for a response.

### **BCMT Events:**

When you register for an event hosted by our association, we will collect information your first and last name, address and contact information, MEC number, email address and if necessary emergency contact information. Participatory members must sign a waiver on our website. You will be required to complete our online waiver once each calendar year. There is a separate waiver for an individual under 18 years of age. We require a parent/guardian to complete the information and provide consent for collection of information on behalf of the minor. Our clean

ups, invasive species removal events, attendance at Paddlefests and other events are carefully organized and will require volunteers to understand safety rules.

### **Tracking and analytics:**

The BCMT does track website usage through Google Analytics. This information is never provided to third parties.

### **Map Use Disclaimer**

The accuracy of the information provided on this site is not guaranteed. The information may be incomplete or incorrect. It is not intended as a substitute for detailed official Canadian marine navigation charts or other authorized maps and guides. Paddlers should seek information and advice from as many sources as possible, especially before departing for an unfamiliar paddling area.

Ocean paddling is a high-risk activity requiring skill and judgment. Weather and sea conditions are constantly changing. Even with the highest level of experience, it is not always possible to identify or control all risks and the potential for injury or loss of life cannot be eliminated. There are many uncontrolled hazards on foreshores and in rough coastal terrain that could result in serious personal injury.

Users of the information presented on this site assume all the risks associated with its use.

Our Marine Trail Safety Mandate is designed for general standards of safety.

### **Additional member-specific information**

#### **Membership information:**

If you become a member of BCMT, you must provide certain information which is added to our internal membership database. The information contained in the database can only be used for operational purposes pertaining to our association, such as Board election information and other correspondence. The BCMT does not sell membership lists to anyone and does not disclose your Personal Information for any purpose that is not set out in this Website Privacy Policy. The information maintained in the database includes:

- Member number;
- Your first and last name, home address;
- Your subscription history;
- The date the member registered on our site;
- The date on which any person stopped as a BCMT member.

When you purchase a membership this gives a member additional access to a ruler tool on the map, a downloads tool for your GPS (or a file for Google Earth) and benefits from various business members.

### **Processing of member purchases through our website:**

When members purchase a membership, we only request the information needed to complete the processing of a membership, which includes your shipping and billing address, telephone number, credit card and debit card details.

Your payment will be processed by an authorized third-party platform.

## **Disclosure of information**

### **Disclosure of information by BCMT:**

The BCMT will not disclose Personal Information other than the purposes identified in this Privacy Policy.

For example, under certain circumstances, our association will disclose your Personal Information without first obtaining your consent to:

- **Legal authorities:** when we are required or authorized by law to cooperate with local, national or international law enforcement or other authorities for the reporting of and/or investigation of improper or unlawful activities, at the request of a third party, or if we believe disclosure is reasonable to comply with court orders, protect individual's health and safety, or protect BCMT's rights and property.

### **Disclosure of information by you:**

**By you:** You may disclose information when you post content to our Coastal Journeys articles pages and our social media pages, which includes Facebook, Twitter, and Instagram. Any information that you disclose through these services will become publicly available.

**Platform or social sharing:** when you post to our social media platforms please be aware that this becomes public information. The Personal Information that you post or share in connection with these third party sites is visible to other persons and can be read, collected, used and disclosed by other persons. This information may be outside the control of the BCMT.

## **Retention of information**

Members can cancel their membership subscriptions at any time or unsubscribe from our newsletters at any time. If you wish for the BCMT to erase your membership subscription history

or any of your information removed from our databases please contact our HelpDesk. For members who have joined and remain members at our Annual General Meeting, in accordance with our legal obligations you will still receive a notice to vote.

## **Consent**

The BCMT requests permission through an online form (i.e. Membership form, waiver) to collect, use or disclose Personal Information.

## **Storage of information: in BC and Internationally**

Membership information is kept on our own servers. BC Marine Trails' servers are behind individual firewalls at the University of BC (UBC) as well as being under Cisco Umbrella (cloud security platform), and they are actively monitored and updated in response to new threats.

The entire server stack is contained within UBC's network and all communication between subsystems (such as saving and storing backups) is encrypted. No external access to data is permitted except to select administrators of our association.

Measures to secure the BC Marine Trails' member data meet or exceed industry standards.

We also collect volunteer applications and Site Condition Reports on a Knack server. Volunteer applications stored include first and last name, email, phone number and date application was completed. Site Condition Reports include reporter's name, reporter's email, and date information was submitted.

Our HelpDesk can provide further information about our policies and practices regarding third party platforms located outside of Canada and further information about how they collect, use, disclose or store Personal Information on our behalf.

## **Accuracy**

Our association relies on the member or non-member to supply accurate Personal Information. Our Member Central page has a link to 'My Account' on our website to change Personal Information. Contact our HelpDesk if you are having any problems.

## **Safeguards**

The BCMT has a new IT/website team which continually oversees your Personal Information. Our website is protected and hosted on a secure server. Limited copies of personal information back ups are stored and password protected. We do understand that no security system is fully secure or error free. Our IT team meets regularly to discuss any ongoing security issues.

## **Openness**

We make our policies open to members and the public.

## **Individual access**

At any time, you can review, edit or request removal of information you have provided to our association within the requirements as outlined in *Retention of Information* above.

## **Additional features and information**

It is important to guard your privacy when you are online. Links to other websites are not governed by this privacy policy. Visits to other websites or organizations are governed by their privacy policies. It is incumbent on the user to keep themselves informed of privacy policies on other sites.

## **Changes to this Privacy Policy**

The BCMT will periodically update their privacy policy. This will not affect or reduce your rights under this Privacy Policy without your explicit consent. We will notify members and non-members via our newsletters of privacy changes.

## **Challenging compliance**

The BCMT HelpDesk is responsible for receiving your privacy-related questions. You may send us your privacy-related questions or challenge our compliance with our Privacy Policy by submitting your concern to:

BC Marine Trails

Email: [helpdesk@bcmarinetrails.org](mailto:helpdesk@bcmarinetrails.org)

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