

Business Council of Alberta Privacy Statement

Last Updated: May 2025

We take your privacy seriously, whether you are a member, a visitor to our website, opted in to receive our emails or have been invited to attend one of our events. This Privacy Statement describes the privacy practices of Business Council of Alberta (“BCA”, “we”, “us”, “our”) in relation to the use of the BCA website, located at www.businesscouncilab.com, affiliated websites, newsletter and many mobile applications or digital services associated with this Privacy Statement.

This Privacy Statement also describes how BCA collects, uses and shares your personal information and what options are available to you regarding your information.

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1. WHAT INFORMATION WE COLLECT

- 1.1 When you use our website or sign up for our newsletter, we collect information about you, including your personal information. “Personal Information” is information that identifies you and can be used to locate and contact you.
- 1.2 We may collect Personal Information including your name, address, phone number, email address and other information that you voluntarily provide to us for the purposes of communicating. When you sign up to receive our newsletter or request to be added to mailing list, we may collect “Personal Information” including name, email, organization, address, postal code.
- 1.3 We may also obtain information about you from third-party websites or public sources. If you connect with us on social media (X/Twitter, Facebook, LinkedIn, Instagram, and/or YouTube), we may use the data analytics and advertising tools to obtain information such as demographics, interests, and locations for research and advertising purposes.

2. WEBSITE NAVIGATION

- 2.1 **Cookies:** We may collect some information from you using “cookies.” A “Cookie” is a small bit of information stored on your computer based on your internet activity. Cookies help us track and understand how you interact with our site. For more information on your option regarding Cookies, see Section 6.2.
- 2.2 **Google Analytics:** We use Google Analytics to measure traffic on the businesscouncilab.com website. Google Analytics uses tools like cookies and Javascript to anonymously collect information about your interactions with our site. This information may include which pages you visit, for how long and how you found our site. We use this information to update and

administer our website, determine how you are using the website and make the necessary improvements to deliver the best user experience possible.

2.3 Cross-Device Tracking: BCA may use cross-device tracking tools such as the Facebook Pixel, and others, to gather information about an individual's activity and behaviour across devices.

2.4 Social Media Plug-Ins and Website Links: We may use social media plug-ins and include links to other websites on our site to enable you to share our content and information with others. These plug-ins might include those from companies such as Facebook, Twitter, LinkedIn, Instagram and/or YouTube. These plug-ins may allow these companies to access identifiable Personal Information about you and your visit to our website. We do not control how these companies use the information collected by these plug-ins. For more information on how this information will be used, visit these companies' privacy and data sharing statements.

3. HOW WE USE YOUR INFORMATION

3.1 We may use your Personal Information and non-personally identifiable information in the following ways:

- To administer the businessacouncilab.com website
- To respond to your questions, comments, feedback or inquiries
- To plan and host events, webinars, or online forums in which you can participate, including with partner organizations
- To send you newsletters or information about BCA
- To subscribe or unsubscribe you to one of our mailing lists, upon your request
- To communicate with you about BCA, our members, partners and affiliates
- To enhance your browsing experience by personalizing the website
- To engage in online advertising

4. INFORMATION SHARING POLICIES

4.1 Limitation on Sharing Personal Information: BCA will not sell, rent or otherwise share your Personal Information with any party except as outlined in this Privacy Statement.

4.2 Members and Other Third Parties: BCA may share non-personal, anonymous and aggregate data with its membership, partners, advertisers and affiliates.

4.3 Successors: If in the event of a sale, merger, change in control or transfer of substantial assets, reorganization or liquidation, we may transfer, sell or assign to third-parties information about your relationship with us. This information might include Personal Information that you provide.

4.4 Legal or Government Requests: We may share your Personal Information if permitted or required by law or to comply with a legal process.

5. SECURITY OF YOUR INFORMATION

5.1 Protecting the security of your Personal Information is of utmost importance to us. BCA uses reasonable security safeguards to protect the Personal Information we collect from unauthorized access, use, disclosure, alteration and destruction, such as including a Secure Socket Layer (SSL) certificate to encrypt your Personal Information while transmitting over

the Internet. While we take reasonable precautions to protect your Personal Information, no system is 100% secure. BCA cannot guarantee the security or integrity of your Personal Information and shall not be liable for breaches of security. If you have any questions about the security of our website, contact us at info@businesscouncilab.com.

6. YOUR OPTIONS

- 6.1 **Newsletter Opt-Out:** You can opt out of receiving one or more of our email newsletters by clicking the Unsubscribe link in the emails or by emailing info@businesscouncilab.com, asking to be removed from the list.
- 6.2 **Cookies:** You can disable cookies by adjusting your browser settings. Refer to your browser's instructions for disabling cookies and more information on available security and privacy settings.
- 6.3 **Accessing Your Personal Information:** You may request to access, review and request changes to your Personal and contact information at any time. To access and review your Personal Information, email info@businesscouncilab.com.

7. THIRD-PARTY WEBSITES AND SERVICES

- 7.1 **Links to Other Sites:** Our website contains links to other websites. BCA does not control how these websites collect and share Personal Information and cannot guarantee the safety and security of their privacy practices. Refer to those website's privacy statements for more information.
- 7.2 **Third-Party Practices:** We do not have control over or responsibility for the privacy practices or content of third parties. If you provide information to these third parties, review their privacy policies directly.
- 7.3 **Surveys & Contests** From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose to participate and disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

8. CONTACT

- 8.1 BCA's Privacy Officer is Scott Crockatt.
- 8.2 If you have any questions or comments about the Privacy Statement, please contact us by email at info@businesscouncilab.com.