

# Privacy Policy

## Canadian Cable Systems Alliance Inc.

Canadian Cable Systems Alliance recognizes the importance of an individual's right to privacy. We are committed to collecting, using and disclosing personal information in a responsible manner and in accordance with the law. Canadian Cable Systems Alliance will, therefore, comply with the principles set out in the federal *Personal Information Protection and Electronics Document Act* (PIPEDA) for the protection of your personal information.

### Personal versus Non-Personal Information

In the context of this Privacy Policy, **personal information** is any information that can be used to distinguish, identify or contact a specific individual. This information can include an individual's name, address or contact information, social status or family relationships. **Non-personal information** is information that cannot identify you personally.

### Why We Collect Personal Information

We collect personal information to identify and maintain contact with, and to provide services for the benefit of, the members of Canadian Cable Systems Alliance. We also collect personal information to comply with legislative and regulatory authorities and requirements.

### How We Use Personal Information

Canadian Cable Systems Alliance collects and uses your name, address and other personal information that you have provided:

- To maintain an accurate membership database;
- To notify members of developments in the cable television and communications industry;
- To manage the negotiation, administration and renewal of television signal contracts on behalf of members;
- To represent and act on behalf of members before government and regulatory officials and bodies;
- To arrange group purchasing of equipment and services;
- To manage and operate our single point billing system;
- To comply with any applicable law, regulation or legal process.

Canadian Cable Systems Alliance does not sell, barter, trade, rent, or give away the personal information you provide to us. We will only share your information as necessary in connection with the above purposes, if we are required to by law or if you have expressly authorized us to do so.

### Consent

By providing your personal information at the time of collection you consent to the collection, use and disclosure of that information in accordance with this Privacy Policy.

### **Retention of Personal Information**

We will keep your personal information only for as long as it is required for the reasons it was collected. The length of time may vary depending on the program, event or nature of the information.

### **Security of Personal Information**

We will take all reasonable precautions to ensure that your personal information is kept safe from loss, unauthorized access, modification or disclosure. All personal information no longer required by us will be disposed of by shredding or electronic deletion, as appropriate.

### **Access to Your Personal Information**

Upon your request, and upon verification of your identity, we will provide access to any of your personal information that we have collected and retained. You may submit corrections or updates to, or express your concerns or complaints about our collection and/or use of your personal information to our Privacy Officer at the coordinates set out below:

Privacy Officer  
Canadian Cable Systems Alliance  
447 Gondola Point Road  
Quispamsis, NB  
E2E 1E1  
email: cedwards@ccsa.cable.ca

## **WEBSITE-SPECIFIC INFORMATION**

### **Cookies and Other Non-Personal Information**

Our website ([www.ccsa.cable.ca](http://www.ccsa.cable.ca)) may, from time to time, use cookies to collect non-personal information about our website users. A cookie is a small text file sent to your browser's files for our web server's future reference. Cookies allow our server computer to recognize you when you return to our website and to retain any preferences you may have provided. Cookies do not personally identify users, but they do identify a user's computer. If you do not wish to receive cookies, consult your browser's help menu in order to configure your browser so that it will alert you when a cookie is about to be sent to your computer and provide you with a choice of whether or not to accept it.

We may use non-personal information to calculate overall usage statistics and to better understand our visitors, but not to track any individual user.

### **Links**

Our website may contain links to other websites. The provision of links is for your convenience and does not constitute an endorsement, recommendation or approval of these other websites by Canadian Cable Systems Alliance. We have no control over, and thus we assume no responsibility for the privacy practices, policies or actions of these third party websites.

**Privacy Commissioner of Canada**

If you are not satisfied with our response, or you have a concern about the Canadian Cable Systems Alliance's privacy policy that you feel we have not adequately addressed, you may contact the Privacy Commissioner of Canada at:

112 Kent Street  
Ottawa, ON  
K1A 1H3  
1-800-282-1376.