



HOCKEY CALGARY

HOCKEY CALGARY PRIVACY POLICY

Hockey Calgary is committed to employing high standards to protect your personal information.

Our privacy policy explains the type of personal information we collect and receive, the circumstances in which we collect information, and the protocol we follow with respect to the use and storage of such personal information. The privacy policy also outlines the procedures to follow if you have any questions or requests regarding your personal information.

In this policy 'Hockey Calgary' refers to Minor Hockey Association of Calgary.

In this policy, personal information means information about you that is personally identifiable like your name, street or mailing address, age, e-mail address or phone numbers that are not otherwise available publicly.

HOW YOU MAY PROVIDE US YOUR PERSONAL INFORMATION

1. By registering online using the hockeycalgary.com website
2. By providing the information to us by participating in a marketing initiative.
3. By giving your consent and disclosing your personal information over the phone or by other means to our marketing or sales representatives.

BENEFITS OF REGISTERING ON THE HOCKEY CALGARY WEBSITE

By registering on the Hockey Calgary website, you agree to receive additional information, including, but not limited to, unit sales opportunities, marketing and promotional materials, and other information updates from Hockey Calgary.

To join our Registration list we require you to provide us with your e-mail address, first name, last name, country of residence or other requested information as indicated on the Registration form on our website, or on our other information collection materials as distributed. You may unsubscribe at any time using the link provided on every e-mail message and you will no longer receive e-mail notification or other information from the Hockey Calgary Registration list or website.

If you do not wish to receive such offers and information you may also unsubscribe by sending an email to info@hockeycalgary.com using the subject line 'Unsubscribe', including sufficient personal identifiers in your email so we can appropriately act on your request. All our marketing communication of this type will contain an option to Unsubscribe from the Registration list database.



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VISITING OUR WEBSITE

We may evaluate our content and services and tailor our website for visitors, based on information collected such as your individual computer's IP address or addresses (numbers assigned to your computer whenever you use the Internet), pixel tags (or clear gifs), and the type of Internet browser or operating system you are using.

Our company contracts under the confidentiality restrictions mentioned above with LPi Communications Group Inc., a service partner, to provide data collection and reports regarding our customers' activities on our site. LPi Communications Group Inc. may use cookies on our behalf and may receive information about your browsing activity. LPi Communications Group Inc. may store member ID, city, province/state, postal/zip code, and email addresses on our behalf. LPi Communications Group Inc. will not use your information other than in connection with providing services to us to make our site more useful and efficient.

WHY WE COLLECT PERSONAL INFORMATION

- To establish and maintain a responsible business relationship with you.
- To manage and develop our organization and operations.
- To understand your needs and preferences.
- To meet legal and regulatory requirements.

WHEN DO WE DISCLOSE PERSONAL INFORMATION

We disclose personal information only in these limited circumstances:

Personal information may be shared with a third party retained by Hockey Calgary to perform functions on its behalf such as owner surveys or research, and data processing or storage.

Personal information may be shared with a public authority or an agent of public authority if in the reasonable judgment of Hockey Calgary it appears that there is an imminent danger to life or property which could be avoided or minimized by disclosure of the information, or which disclosure is compelled by legal authority.

PRINCIPLES OF INFORMATION DISCLOSURE

Hockey Calgary will not collect, use or disclose your personal information for any other purpose than those identified above, except with your consent.

Hockey Calgary will protect your personal information with appropriate security safeguards.

Hockey Calgary will honour your request to access your personal information in as timely fashion as is reasonably possible.



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Hockey Calgary will strive to keep your personal information as accurate and up to date as is necessary for the purposes identified above.

You are always free to refuse to provide personal information to us.

You may also withdraw your consent with respect to the use of your personal information for marketing purposes at any time, subject to legal or contractual restrictions and reasonable notice, by clicking on the 'Unsubscribe' link on any of our email notifications. Alternatively, you can withdraw your consent by emailing info@hockeycalgary.com using 'Unsubscribe' as the subject line, and providing us sufficient personal identifiers so we can act effectively on your request.

If you have questions or concerns about our privacy practices or wish to make a request in respect of your personal information please email info@hockeycalgary.com.

INTEREST-BASED ADVERTISING

Interest-based advertising is the collection of data from different sources and across different platforms in order to predict an individual's preferences or interest and to deliver to that individual, or his/her computer, smartphone or tablet, advertising based on his/her assumed preference or interest inferred from the collection of data pertaining to that individual or others who may have a similar profile or similar interests.

We work with a variety of third parties to attempt to understand the profiles of the individuals who are most likely to be interested in the Hockey Calgary products or services so that we can send them promotional emails, or serve our advertisements to them on the websites and mobile apps of other entities.

These third parties include: (a) advertising networks, which collect information about a person's interests when that person views or interacts with one of their advertisements; (2) attribution partners, which measure the effectiveness of certain advertisements; and (3) business partners, which collect information when a person views or interacts with one of their advertisements.

In collaboration with these third parties, we collect information about our customers, prospects and other individuals over time and across different platforms when they use these platforms or interact with them. Individuals may submit information directly on our Sites or on platforms run by third parties, or by interacting with us, our advertisements, or emails they receive from us or from third parties. We may use special tools that are commonly used for this purpose, such as cookies, beacons, pixels, tags, mobile advertising IDs, flash cookies, and similar technologies. We may have access to databases of information collected by our business partners.



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The information we or third party collect enables us to learn what purchases the person made, what ads or content the person sees, on which ads or links the person clicks, and other actions that the person takes on our Sites, or in response to our emails, or when visiting or using third parties' platforms.

We, or the third parties with which we work, use the information collected as described above to understand the various activities and behaviors of our customers, Site visitors, and others. We, or these third parties, do this for many reasons, including: to recognize new or past visitors to our Sites; to present more personalized content; to provide more useful and relevant ads – for example, if we know what ads you are shown we can try not to show you the same ones repeatedly; to identify visitors across devices, sales channels, third-party websites and Sites, or to display or send personalized or targeted ads and other custom content that is more focused on a person's perceived interest in products or services similar to those that we offer.

Our interest-based ads may be served to you in emails or on third-party platforms. We may serve these ads about our products or services or send commercial communications directly ourselves or through these third parties.

Visitors may opt out of receiving interest-based advertising by advertising networks that may be delivered to them on our platform and other websites by visiting the following websites: <http://www.aboutads.info/consumers>; and <http://www.networkadvertising.org>. These features will opt a Visitor out of many – but not all – of the interest-based advertising activities in which we or third parties engage.

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