

CUSTOMER PRIVACY POLICY

Team Nova Scotia is committed to protecting its customers' privacy through responsible personal information management practices. This Privacy Policy is a formal statement of the principles and guidelines for the collection, use, storage, sharing and disclosure of personal information. This Privacy Policy applies to any paper or electronic information collected or created by Team Nova Scotia at its place of business as well as the Team Nova Scotia website [Team Nova Scotia - Sport Nova Scotia](#), its Facebook page, and all related websites, applications, services and tools where reference is made to this Privacy Policy (the "Services"), regardless of how customers access the Services.

Personal information means information about an identifiable individual, such as a name, address, telephone number, or credit card information.

Team Nova Scotia will safe-guard personal information under its control and has appointed a Privacy Officer in order to ensure this Privacy Policy is complied with. For any enquiries relating to how Team Nova Scotia protects your privacy, please contact Jason Hansford-Smith at jason.hansford-smith@novascotia.ca

Team Nova Scotia adheres to the following principles to ensure that its customers' privacy is respected and protected:

Consent

You give explicit consent to Team Nova Scotia for the collection, use, disclosure and retention of your personal information. Team Nova Scotia will not use or disclose your information other than in accordance with the terms of this Privacy Policy.

Your consent to the collection, use or disclosure of your personal information can be express and positive (may be verbal, in writing or electronic) or implied, such as by using one of our products or services, signing the Code of Conduct for Team NS, or by not responding to our offer to remove

your personal information from our contact list, in which case we assume your consent has been provided. Customers may withdraw or refuse consent at any time for any purpose whatsoever, as long as reasonable notice of withdrawal is provided.

Collection & Use

a) Means of collection

Personal Information

Team Nova Scotia may collect personal identification information from customers in a variety of ways, including, but not limited to, when customers phone or attend in person events, visit its website or Facebook page or other related websites or applications, register on the site, place an order, sign the Code of Conduct, respond to a survey, fill out a form, and in connection with other activities, services, features or resources made available by Team Nova Scotia.

Non-personal information

Team Nova Scotia may collect non-personal identification information about customers whenever they interact with its website, Facebook page or related websites or applications. Non-personal identification information may include the browser name, the type of computer and technical information about customer's means of connection to the Services, such as the operating system and the internet service providers utilized and other similar information.

Cookies

Team Nova Scotia' website may use "cookies" to enhance customer experience. A user's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Any user may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If this is done, some parts of the site may not function properly.

b) Purpose of collection

Team Nova Scotia collects personal information from its customers for the following reasons:

- To provide services and products to the customer
- To establish and maintain customer relationships
- To manage and develop Team Nova Scotia' operations
- To meet legal and regulatory requirements
- To provide customers with information regarding Team Nova Scotia' products and services
- To personalize customer experience
- Team Nova Scotia may use information in the aggregate to understand how Customers as a group use the services and resources of Team Nova Scotia
- To improve Team Nova Scotia' website or the Services
- To process payments
- To run a promotion, contest, survey or other feature
- For recognition events and associated invitations
- To send periodic emails
- To respond to inquiries regarding services

Team Nova Scotia will only use customers' information for these stated purposes or other consistent purposes, unless the customer consents to another purpose or if another purpose is required by law.

c) Types of information collected

The types of information that Team Nova Scotia will collect and retain may include:

- Name
- Address
- Email Address
- Telephone Number
- Date of Birth
- Transaction History
- Contact information for alternate contacts and referral sources

Security

Team Nova Scotia has physical and technological security safeguards and procedures in place to protect customers' personal information, including any information that has been provided by a third party. Team Nova Scotia uses appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of personal information. Sensitive and private data exchange between online sources and customers happens over an SSL secured communication channel and is encrypted and protected with digital signatures. With respect to physical documents, Team Nova Scotia uses secure locks on filing cabinets and doors, restricted access to information processing and storage areas, limited access to relevant information by authorized individuals only. Documents stored locally in electronic format are protected through the use of passwords and the encryption of electronically transmitted information. Team Nova Scotia audits its procedures and security measures regularly to ensure that they are appropriate and that all personal information is protected.

Sharing personal information

Under no circumstances will Team Nova Scotia sell customers' personal information to third parties. Team Nova Scotia may use third-party service providers to help operate its business and in the provisions of the Services or to administer activities on its behalf, such as for the purpose of sending out newsletters or surveys. Any Cloud based storage of information will be hosted in Canada and Team Nova Scotia will require strict confidentiality and appropriate data security measures and encryption from any Cloud storage service. Team Nova Scotia may share your information with third parties for these limited purposes.

Accuracy

Team Nova Scotia will ensure that customer personal information is accurate and updated when necessary. Team Nova Scotia relies on customers to inform us of any changes to their personal information.

Access & Correction

Customers may access their personal information or request a correction of their personal information. The request must be in writing and contain sufficient detail to enable Team Nova Scotia to identify the personal information in question. In most cases, a response will be provided within 30 business days, however, if a longer time is needed, Team Nova Scotia will provide the customer with a written notice stating the reasons for the extension.

In some cases, Team Nova Scotia will not be able to provide the information to a customer. That will only occur if:

- it contains references to other persons
- it is subject to solicitor-client or litigation privilege
- it contains proprietary information that is confidential to Team Nova Scotia
- it has already been destroyed due to legal requirements or because it was no longer needed for the purposes set out above.
- it is too costly, in Team Nova Scotia's determination, to retrieve
- it cannot be disclosed for legal reasons

Retention

Personal information provided by customers to Team Nova Scotia will be kept no longer than is necessary to retain the information for legal or business purposes.

Contact

Please contact Team Nova Scotia if you have questions about the personal information in its custody or if you would like to withdraw your consent to us collecting your personal information. You can contact the Team Nova Scotia Privacy Officer at:

Team Nova Scotia

Attn: Privacy Officer: Jason Hansford-Smith

EMAIL: Jason.hansford-smith@novascotia.ca

Changes to this policy will be amended from time to time as Team Nova Scotia regularly reviews and updates its policies and procedures.