



# CENTRAL NOVA TOURIST ASSOCIATION

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## Privacy Policy

The Central Nova Tourist Association is committed to protecting the privacy and confidentiality of the personal information you entrust to our care. Our staff members are trained to ensure that your personal information is handled according to our Privacy Policy.

To provide you with optimum service and access to our many cost-saving membership benefits, and for marketing promotion opportunities it is necessary for us to request collection and use of personal information. Such information is essential for us to serve our membership.

### 1. Why We Collect, Use, and Retain Your Personal Information

- a) When you become a member of CNTA, and if you sign on to any of our membership benefit programs or marketing promotions we require personal information from you. This information is used to communicate effectively, facilitate your participation in savings' and marketing programs with third parties, and to efficiently administer your membership.
- b) Collected data is sometimes used to prepare reports and statistics for the purpose of industry advocacy, to manage our business, and to monitor the changing needs of our members.
- c) When we provide marketing and development opportunities, we may require the collection of more or different personal information or the use of the information in a new way. In such instances, we will always obtain your further consent to such collection, use, or disclosure.

### 2. We Will Only Obtain the Information We Need

We will only collect information that is pertinent and necessary to the effective conduct of Association business.

### 3. How We Collect Your Personal Information

Whenever practical, your information will be collected directly from you. We will, in some cases, ask an independent source to verify and supplement personal information.

### 4. Your Consent is Needed

Your consent may be provided in writing, verbally, or electronically. When you utilize any of our membership benefit programs the transfer of information necessary to enroll you in a program and meet your needs may be considered your implied consent.

“A LAND FOR ALL SEASONS”

We will endeavor to ensure you understand why we need the information and how it will be used and how long we will maintain this information in our records.

## **5. We Will Limit the Use and Disclosure of Your Personal Information**

We will limit the use and disclosure of your personal information within our organization and with our partners, associate members, and additional third parties.

As part of our membership service relationship with you, we may use your personal information to offer information or services provided by our organization, which we believe to be of value and interest to you.

The use and disclosure of your personal information shall be done only to the extent necessary to perform our duties, to provide you with high quality membership service and information designed to meet your on-going needs, or where such use and disclosure is required by our contractual obligations and/or the law.

## **6. We Will Limit the Length of Time We Retain Your Personal Information**

The length of time we retain your personal information may vary depending on the duration of your membership with the Association, and your use of services and programs provided by the Association. We will only keep your personal information on our records so long as it is valid for its identified purposes, or as required by law.

## **7. We Are Committed to Accuracy**

We will keep your personal information as accurate, complete and up to date as necessary. You have a right to challenge the accuracy and completeness of the information we hold about you, and if it is inaccurate or incomplete, we will make the necessary correction or amendment. If there is a disagreement or a discrepancy with regard to an issue of accuracy, it will be noted for further investigation on your behalf.

## **8. We Will Protect Your Personal Information**

We have developed and continue to enhance security measures and procedures designed to protect your personal information from unwarranted intrusion, theft, accidental release, loss, or unauthorized disclosure, use, copying, or modification. When we destroy your personal information, we will use appropriate safeguards.

## **9. Your Right to Access**

With satisfactory verification of your identity, we will provide you with the information you request. You may withdraw your consent, but doing so may prevent us from being able to provide you with your requested services.

If you have any questions or concerns about the use or security of your personal information, please contact our Privacy Compliance Officer- Tara Croft at 902-893-8782 or [info@centralnovascotia.com](mailto:info@centralnovascotia.com)