



# Privacy Policy

**By continuing to do or requesting to do business with Burke Group, request goods or services from Burke Group, or create a profile on our website, it is understood by all parties that the individual providing the personal information consents to the processing of their personal data for one or more specific and lawful purposes and that the individual is greater than 16 years of age.**

Consent may be withdrawn at any time by contacting [privacy@burkegroup.ca](mailto:privacy@burkegroup.ca).

Burke Group's goal is to provide high-quality service to our customers, while protecting their privacy and security. Our privacy policy is designed to prevent unauthorized use of personal data and is governed by Alberta's *Personal Information Protection Act (PIPA)*, which is substantially similar to the Federal *Personal Information Protection and Electronic Documents Act (PIPEDA)*.

This privacy statement explains our current policies regarding what information we collect, why we collect it, how we store and protect your information and how you can access, update or remove your personal information.

Unless prominently and specifically stated otherwise, the information you provide is never shared outside of Burke Group. We may transfer end-user order data to a manufacturer, as is required to complete an order (for outside work).

This privacy statement applies to information collected via the internet only in the [burkegroup.ca](http://burkegroup.ca), [burkeexpress.ca](http://burkeexpress.ca), [burkeonline.ca](http://burkeonline.ca), [burkemediac.ca](http://burkemediac.ca), and Burke Group-controlled [nationsprint.com](http://nationsprint.com) and [surveymonkey.com](http://surveymonkey.com) domains.

Our websites may contain links to other sites that are not owned or controlled by Burke Group. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every web site that collects personally identifiable information.

## Topics covered by this policy:

- What information is considered personal?
- What information is collected?
- Why information is collected?
- Why do we collect this information?
- How can you access your information and either correct or delete your information?
- How is my information stored and protected?
- Who can you contact for more information?
- How often do we update our privacy policy?
- What is our protocol if there is a data breach?

## What information is considered personal?

According to the PIPEDA, any "information about an identifiable individual" such as name, address, or gender that can be used to identify, distinguish or contact a specific individual is considered personal information and is governed by the PIPEDA. Exceptions include business information such as would be found on an individual's business card or other publicly available information such as contact information listed in a phone directory.

We collect only the information we require to complete your order. Any additional information that we collect for statistical purposes is not mandatory and will be denoted as such. You have the choice of whether you choose to provide additional information. Any additional information will only be used to help us better understand our clients, partners and visitors. Information collected for statistical purposes will only be presented in aggregate form.

## **What personal information do we collect?**

When a product is purchased or service is requested from us, we may collect a variety of information, including: your name, mailing address, phone number, email address, contact preferences, IP address, location information and credit card information

Information of individuals under the age of 16 shall not be collected unless consent is given by the holder of parental responsibility of the child. We take all reasonable efforts to verify that consent is given or authorized by the holder of parental responsibility of the child.

## **Why do we collect this information?**

Personal information collected by this site is used for the express purpose of fulfilling your request or order. The collection of personal information is governed by the Personal Information Protection and Electronic Documents Act (PIPEDA) which authorizes private organizations to collect the minimum personal information needed in order to deliver a requested service.

We may also collect standard information that will be used to review the performance of a website and to look for areas of improvement. We generally make no attempt to link this information to any particular individual unless an individual or entity makes an attempt to damage our system(s) or access information on our servers without the proper authorization.

Some of the information we may collect includes:

- Internet Protocol (IP) address of computers accessing our system
- The types of operating systems and web browsers being used to access our sites
- The Internet Service Provider (ISP) that is used by our visitors
- Date and time information
- Pages visited including length of stay on particular pages
- Information searches and access to help files.

To save you time and make our web services even easier to use, you may create a profile or account using your personal information. The system saves your information and ties it to your email addresses and password. The next time you visit the site, you can simply enter your email address and password and the system will automatically look up the information it needs.

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

## **How can you access your information and either correct or delete your information?**

You may access the personal information that we collect by contacting our Privacy Officer via email at [privacy@burkegroup.ca](mailto:privacy@burkegroup.ca). You may ask our Privacy Officer to delete any personal information of yours that we are currently storing, or request that your personal information is amended or updated.

Again, your consent to the collection of your personal information can be withdrawn at any time by contacting [privacy@burkegroup.ca](mailto:privacy@burkegroup.ca).

## **How is my information stored and protected?**

Your information is stored on our secure servers. For your protection, we do not disclose your personal information to anyone.

We will not share your personal information with any third party unless (1) it is clearly in your interests and we cannot obtain your consent in a timely way; or (2) the disclosure is required by legislation or regulations that we are subject to. In any case, we will not disclose more information than is absolutely necessary. In the event that we are required by court order, subpoena or legal action to disclose personal information about registrants to our systems, we will limit the disclosure to only that information which is specifically required by the order.

Burke Group safeguards the security of the data you send us with physical, electronic, and managerial procedures. Likewise, we urge you to take every precaution to protect your personal data when you are on the Internet. Change your passwords often, use a combination of letters, numbers and symbols, and make sure you use a secure browser.

Our websites use industry-standard Secure Sockets Layer (SSL) encryption on web pages where personal information is required. When entering personal information, we strongly recommend an SSL-enabled web browser. Web browsers developed after Internet Explorer 3 and Netscape 3 use SSL version 3 or later. This protects the confidentiality of your personal and credit card information while it is transmitted over the Internet.

### **Destruction of Mailing/Email Services Data**

Data supplied to us for mailing/email services will be retained for the minimum amount of time required. Data will be deleted 120 days after the completion of the product or services.

### **Who can you contact for more information?**

Questions or comments regarding our privacy protection policies as outlined in this statement may be directed to our Privacy Officer at [privacy@burkegroup.ca](mailto:privacy@burkegroup.ca).

For more information on the Personal information Protection and Electronic Documents Act (PIPEDA) and how it pertains to you, please visit

- <https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/>; or
- <https://servicealberta.ca/pipa-overview.cfm>

### **How often do we update our privacy policy?**

We regularly review our privacy policy to ensure that our privacy standards comply with current legislation. Updates to our policy will be posted to our website when available.

### **What is our protocol if there is a data breach?**

In the event that there is a digital or physical breach within our company that could lead to personal information becoming available to entities outside of Burke Group, there is a formal protocol in place to detect, report, and investigate the data breach. Burke Group will notify you via email or other publication if your personal information could have been involved in the data breach, within 72 hours of that breach.

Following the notification, Burke Group will report the breach to the appropriate entities to ensure action is taken immediately to minimize the impact of the breach. After the breach has been mitigated, Burke Group will initiate an investigation as to how the breach occurred and will further explore what protocols could have prevented the breach. We will also implement any applicable changes to our protocols and policies, as needed.