



## **Privacy Policy**

Thank you for visiting and using [www.owwa.ca](http://www.owwa.ca) (the “Site”). OWWA is committed to respecting your privacy and recognizing the need for appropriate protection of your personal information, such as your name, address, telephone number, email address, credit card information, and personal or business interests that you voluntarily share with us. The purpose of this Privacy Policy is to let you know what personal information we may collect from you and how we use such information.

OWWA reserves the right to modify this privacy policy at any time, without prior notice. It is advised to visit our website periodically to review any changes to this policy. Your continued use of the Site following the posting of changes to these terms will mean you accept those changes.

### **How OWWA Collects and Uses Your Information**

Personal information is collected and retained by OWWA through approved third party platforms such as [Pheedloop](#) and [SurveyMonkey](#) when you engage in activities with OWWA such as the following (but not limited to): register for OWWA events, register for the Annual Conference hosted by OWWA, participate in online surveys.

Information collected includes, but is not limited to name, email address, employer information, phone number and address. OWWA collects personal information only when you voluntarily provide it. If you do not want OWWA to have access to your personal information, please do not provide it while using the Site. OWWA collects and uses personal information for the purpose of providing you with information, services, and member benefits, and for marketing and statistical purposes.

### **How OWWA Protects Your Personal Information**

OWWA makes all reasonable attempts to ensure that personal information collected from you is protected against loss and unauthorized access. Access to your personal information is restricted to OWWA Staff and volunteers on a need-to-know basis. OWWA does not loan, rent, or sell membership contact information. Our best effort is made to apply all upgrades required for security reasons on the Site.

Online payments requiring credit card transactions are conducted through Moneris servers on behalf of OWWA. Information about Moneris’ privacy policy can be found [here](#). Your credit card details are never seen nor stored by OWWA servers.

### **Third Party-Ad Networks**

OWWA uses third parties such as network advertisers to serve advertisements on this Site. This allows the third parties to direct advertisements to you for services and products in which you may be interested. Third-party ad network providers, advertisers, and traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other tracking

technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third-party cookies and other technologies are governed by each third party's specific privacy policy, not this one.

Please visit the [Digital Alliance of Canada \(DAAC\) frequently asked questions page](#) for information about opting out of interest-based advertising and choices regarding having their information used by DAAC companies.

You may also visit the [Network Advertising Initiative \("NAI"\) Consumer Opt-Out Page](#) for information about opting out of interest-based advertising and their choices regarding having information used by [NAI members](#).

Opting out from one or more companies listed on the DAAC [Consumer Choice Page](#) or the NAI [Consumer Opt-Out Page](#) will opt you out from those specific companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through this Site or on other websites. You may continue to receive advertisements. For more information, please visit <https://youradchoices.ca/> or <https://thenai.org/>.

### **Online Behavioural Advertising**

The OWWA may work with third-party advertising companies who may use cookies and web beacons, to customize advertisements to you, as well as on other websites or mobile applications in their networks outside of our services. These customized advertisements may advertise third party products and services on websites or mobile applications not affiliated with us. Some of these ads are online behavioral advertising. These advertisements are more likely to be of interest to you and use non-personal behavioral information. These ads may contain cookies that allow monitoring of websites and mobile applications (including our own services) and your response to such advertisements. Cookies or web beacons placed by these companies do not collect personal information, and the third-party advertising companies do not have access to or use your name, address, e-mail address, telephone number or other personal information; they may however, anonymously track your usage across this Site and other websites or mobile applications in their networks.

For more information about Online Behavioural Advertising, [please click here](#).

By using this Site, you indicate your acceptance of the OWWA's Privacy Policy. If you do not agree with the terms, please do not continue use. If you have any questions about this Privacy Policy, do not agree to any changes, or have reason to believe OWWA has not adhered to it, please contact:

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