

BOMA Ottawa is committed to protecting the privacy of its members and event registrants. BOMA Ottawa maintains safeguards to store and secure information about its members and customers. The safeguards may be physical, electronic, or procedural. This Privacy Policy (“Policy”) describes:

- (i) how BOMA Ottawa collects information from its websites and through your other voluntary interactions with BOMA Ottawa (e.g., subscription to an BOMA Ottawa publication, communication with BOMA Ottawa Member Resource Center, purchase of an BOMA Ottawa product, application for BOMA Ottawa membership, registration to an BOMA Ottawa event, participation in a member survey); and
- (ii) how BOMA Ottawa uses this information. With respect to websites, please note that this Policy applies only to BOMA Ottawa ’s websites and not to the websites of unrelated third-party companies or organizations to which BOMA Ottawa provides links, or to any software that may be downloaded from BOMA Ottawa ’s websites.

By visiting BOMA Ottawa ’s website (i.e., [www.BOMA OttawaOttawa.org](http://www.BOMA OttawaOttawa.org)), becoming a member or customer, or otherwise voluntarily submitting information to BOMA Ottawa , you agree to this Policy. BOMA Ottawa reserves the right to make changes to this Policy at any time; in such case, BOMA Ottawa will post a notice that this Policy has been modified.

## What information does BOMA Ottawa collect?

BOMA Ottawa collects two types of information: (1) non-personally identifiable information for everyone who visits its websites; and (2) personally identifiable information for members, registered website users, and anyone who purchases or requests products, services, or information.

### Non-personally identifiable information

BOMA Ottawa employs cookies to collect information about all visitors to BOMA Ottawa websites, including pages viewed and the order visited, terms used in searching BOMA Ottawa websites, and products investigated or purchased. BOMA Ottawa uses cookies to offer greater functionality, and the information generated from these cookies is used to help determine which services are most important and to guide editorial and business decisions.

Users who do not desire the functionality offered by cookies may disable cookie functionality in their browsers or through settings on their mobile devices; however, users who do so may not be able to use some features of BOMA Ottawa websites. For example, a registered user must have cookies enabled in order to access the registered-user sections of BOMA Ottawa websites.

For system administration and troubleshooting, BOMA Ottawa also logs the originating Internet Protocol (IP) address, the browser and operating system used, and information about your individual use, such as time and date of visits, duration of sessions, and other similar usage or system data.

BOMA Ottawa collects this non-personally identifiable information from users who are browsing the public areas of BOMA Ottawa websites. Users of the public areas of BOMA Ottawa websites browse anonymously; however, once a user registers and logs in as a member/customer, subsequent visits to public areas of BOMA Ottawa websites are no longer anonymous. BOMA Ottawa does not review the use of publicly accessible areas of BOMA Ottawa websites by individual users unless this information will assist in troubleshooting individual problems or in certain cases in conjunction with personally identifiable information (as set forth below under “How does BOMA Ottawa use information collected?”). BOMA Ottawa will also review this information if a user's account is associated with: (i) attempts to violate the security of BOMA Ottawa computer networks; (ii) activity that degrades the performance of BOMA Ottawa websites; or (iii) activity that might be related to copyright or other violations.

## **Personally identifiable information**

In addition to the non-personally identifiable items listed above, BOMA Ottawa records the user's name and member/customer ID number for all registered users (i.e., users who have logged into a password-protected area of an BOMA Ottawa website). In the course of using BOMA Ottawa websites, a user may be asked to provide personally identifiable information (e.g., name, address, zip code, email address, telephone number, fax number, credit card payment information) in order to purchase a product, participate in an BOMA Ottawa activity, subscribe to a journal, request information, or otherwise interact with BOMA Ottawa . In addition, users may be asked to update their contact information.

BOMA Ottawa also collects email addresses voluntarily provided via membership applications and renewals, website registrations, product purchases, member surveys, downloads of certain materials, email communication sign-ups, and comments made in discussion threads on BOMA Ottawa websites.

*Important note for BOMA Ottawa members:* BOMA Ottawa also maintains a membership database. The information in this database (e.g. demographic information, such as education and specialty) is drawn from membership applications, dues payment forms, subscriptions, product orders, public databases, member surveys, and other correspondence between BOMA Ottawa and its members.

*Credit card information:* BOMA Ottawa does not disclose the credit card account information or activity of its customers. When members and customers pay using their credit cards, BOMA Ottawa submits this information encrypted to obtain payment from the appropriate clearing house. If credit card numbers are stored in BOMA Ottawa databases, they are encrypted.

## **How does BOMA Ottawa use information collected?**

BOMA Ottawa uses the information it collects to better serve members, customers, and visitors to BOMA Ottawa websites in the following ways:

### **BOMA Ottawa services and products**

BOMA Ottawa uses information collected to improve its web content, to respond to visitor needs and preferences, and to develop new products and services. For example, BOMA Ottawa will combine non-personally identifiable information (e.g., data stored in cookies, user's IP address) with personally identifiable information (e.g., user's name, member/customer ID, email address) to offer products and services that may be of specific interest to the user.

## **Disclosure to third parties**

BOMA Ottawa makes member contact information available in its online membership directory only to other members of BOMA Ottawa who have verified their membership status before entering the online membership directory. BOMA Ottawa may also make your contact information and/or other personally identifiable information publicly available in connection with BOMA Ottawa programs and events or for other purposes, as permitted by you.

BOMA Ottawa also may disclose limited personally identifiable information (e.g., name, address, email address) to outside service providers that help BOMA Ottawa offer products, services, and information about or for BOMA Ottawa. For example, BOMA Ottawa may work with outside service providers to:

- (i) distribute emails or make telephone solicitations;
- (ii) assist with direct marketing, customize journal advertisements, and collect data;
- (iii) help detect and prevent fraud; and
- (iv) otherwise assist BOMA Ottawa in enhancing its products, services, and other offerings, and serving its members and customers. BOMA Ottawa requires that these outside service providers agree to keep confidential all such information and to use it for the purposes designated by BOMA Ottawa and that they destroy all original files upon completion of contracted or agreed upon service.

Like many other organizations, BOMA Ottawa may use outside marketing companies to place and monitor advertisements or links on BOMA Ottawa websites and on other websites. These companies may use non-personally identifiable information (e.g., links clicked on during a visit, browser type, time and date, subject of advertisements clicked on or scrolled over) and limited personally identifiable information during your visits to BOMA Ottawa websites and other websites in order to provide advertisements about products and services more likely to be of interest to you. These companies typically use a cookie or a third-party web beacon to collect this information. BOMA Ottawa is not responsible for the collection or use of information by such marketing companies or third-party websites.

## **e-Mails**

Once someone voluntarily provides an email address, BOMA Ottawa assumes it has permission to email that person with questions, transaction follow-up, and advertisements, and to send bulk email messages. BOMA Ottawa collects data to track the effectiveness of emails, which enables BOMA Ottawa to better serve its audiences.

As noted earlier, there are instances in which BOMA Ottawa will share email addresses of its members and customers with outside service providers acting on behalf of BOMA Ottawa who are under an obligation of confidentiality; however, BOMA Ottawa does not sell, rent, loan or otherwise provide email addresses of its members and customers.

## **Disclosure required by law or emergency circumstances**

BOMA Ottawa may release personal information to third parties in order to comply with legal requirements.

## **External relationships**

BOMA Ottawa has agreements with other organizations that offer products and services through BOMA Ottawa websites or third party agreements. When the user interacts with these organizations on the organizations' websites, whether as a result of following links from an BOMA Ottawa website, within an BOMA Ottawa email, or otherwise, different rules and privacy policies may apply. Since BOMA Ottawa does not control the collection of information or the use of information collected via these other organizations' websites, BOMA Ottawa is not responsible for their privacy practices, security, or content.

### **Opting out**

While BOMA Ottawa hopes that the information in this Policy helps you understand how BOMA Ottawa uses and protects your information to provide you with better service, you may still choose not to receive information from BOMA Ottawa .

### **e-Mail opt-out**

All of BOMA Ottawa 's marketing emails and some of its informational emails include a link for unsubscribing. Registered users on BOMA Ottawa 's websites also can log in to the "My Account" section to change their email preferences. BOMA Ottawa will apply your unsubscribe request as quickly as possible. However, because there may be email campaigns already in progress, you may continue to receive emails from BOMA Ottawa for a few days. BOMA Ottawa requires up to 10 days to apply your unsubscribe request. After this time, you should no longer receive marketing or informational emails from BOMA Ottawa . You may still receive emails regarding your transactions (e.g., confirmation that you have placed an order)

### **Direct mail opt-out**

To discontinue receipt of BOMA Ottawa 's catalogs and direct mail promotions, please call BOMA Ottawa at (613) 232-1875. Your request will be processed as quickly as possible. However, due to mailing lead times, it is possible that you may receive a few more mailings from BOMA Ottawa . After six to eight weeks, you should no longer receive mailings from BOMA Ottawa .

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