

CMA CANADA PRIVACY STATEMENT

Our Privacy Commitment

CMA Canada may, from time to time, engage in a limited form of commercial activity that involves the collection, use or disclosure of your personal information. When we do so, we are committed to ensuring that your personal information is collected, used, held and disclosed in a manner that respects your privacy rights.

What We Do

We understand that you may be concerned about the privacy of your personal information collected in the course of these commercial activities, and have prepared this Consumer Privacy Statement to briefly explain our information handling practices. Privacy law is a new and rapidly evolving area, and our privacy policies are subject to review to maintain their currency and compliance with evolving law and policy in this area. This document is current as at January 1, 2004. For more detailed information about our practices, contact our privacy officer listed below.

Who to Contact

If you have any questions or complaints about our privacy practices, or wish to access, update or correct your personal information that we have on file, you may contact our Chief Privacy Officer:

By e-mail at dwilson@cma-canada.org

Or by telephone at 1-800-263-7622 extension 3103 (from 8:30 a.m. – 4:30 p.m. Eastern time, Monday to Friday)

Or by mail at:

Doreen M. Wilson, CMA, FCMA
Chief Privacy Officer
CMA Canada
1 Robert Speck Parkway
Suite 1400
Mississauga, Ontario L4Z 3M3

1. What is personal information?

“Personal information” generally refers to information about an identifiable individual except the name, title, business address and business telephone number of an employee of an organization. Some of the types of personal information we collect include, for members, your home contact information; age, gender, member number, other memberships, preferred language, birthday, year of designation, other designations, and financial information. If you are a non-member we collect information such as information required to contact you, credit card information, your product

preferences, subscription information, language preference and any details of particular inquiries.

2. What are the purposes for the collection use and disclosure of my personal information?

CMA Canada may collect use and disclose your personal information to provide you with products and services that you request or order online; to provide you with specialized membership services, as requested, and to administer your membership, monitor member needs and develop new or improved existing products and services; to engage in research to advance the interests of the profession or as required or permitted by law; and to provide you with information about products and services that may be of interest to you.

3. How does CMA Canada obtain your consent?

In general, we obtain express consent to the collection of your personal information prior to or at the time we collect the information. In certain limited circumstances (except in Quebec) we may rely on your implied consent. You may withdraw your consent, subject to contractual restrictions, by providing our Privacy Officer with reasonable notice, in writing, at the address above.

4. How does CMA Canada collect your personal information?

We may collect your personal information directly from you when you become a member of CMA Canada, reply to surveys and questionnaires, subscribe to magazines, call our call centre, use our Web site and/or correspond with us. We may also collect personal information about you from provincial CMA Canada affiliates, where those organizations have your consent to provide the information to us.

5. How does CMA Canada use your personal information?

We use only the personal information necessary for the purposes to which you have consented, which may include providing you with products or services, administering your membership in CMA Canada, registering you for courses and administering your registration and training, and marketing and internal business purposes including administering and improving our Web sites.

6. Who has access to your personal information?

Your personal information is accessible only for the purposes for which you have consented and only by employees of CMA Canada (or a provincial affiliate) who require access to the information for the purposes for which it was collected, organizations we partner with, third parties acting for them or on their behalf and the respective employees who need to know the information for the purposes to which you have consented. A current list of the organizations we partner with is available from our Chief Privacy Officer upon request. We may also disclose your personal information if we are required to do so by law.

7. Does CMA Canada make sure that your personal information is accurate?

We use reasonable efforts to keep your personal information as accurate, complete and current as necessary for the purposes to which you have consented.

Where we collect the information directly from you, we rely on you to update us to ensure its accuracy.

8. What type of security does CMA Canada use?

At CMA Canada we maintain the security of personal information through the use of safeguards that are appropriate to the form and sensitivity of the information. These safeguards may include physical locks, technological safeguards such as passwords or encryption, and procedural safeguards that ensure that we limit access to personal information on a “need-to-know” basis.

9. Can you access, correct or update your personal information?

You may access, correct or update any of your personal information that is collected, used or disclosed by us in the course of a commercial activity by making a request in writing to our Privacy Officer at the address above. When a request is made to us in writing we will respond in a timely fashion. We will tell you what personal information we have about you, how we use it and to whom it has been disclosed, and we will give you a copy of or access to your personal information. In the rare circumstance that we may not be able to give you complete access, we will explain why and explain any recourse you may have. If we correct or update information upon your request, we will, if necessary, disclose such information to organizations that were provided the prior information.

10. Retention and disposal of personal information

CMA Canada keeps personal information only for as long as it is necessary for the purposes for which it was collected. We therefore may retain personal information for different lengths of time, depending on the nature of the personal information and the purposes for which it was provided to us. We dispose of information in a manner that ensures the continued security of the information.

11. What about CMA Canada’s Web sites?

We collect your personal information on our CMA Canada Web sites only when it is voluntarily provided.

We partner with other service providers to provide our members and subscribers with enhanced services. These service providers may have access to the personal information that you provide with consent through our Web sites, and we ensure that we obtain agreements from such providers that the information is only used for the purposes for which it is provided, and that the security of such information is maintained through technological or physical means.

Cookies are small text files stored on your computer by Web sites that you visit. A cookie is not a program or a code and is not malicious in any manner. Cookies are a very important method for maintaining an application's ability to work interactively with a user. Some cookies are configured to stay permanently on your computer, and others are configured to be erased at the end of a Web session. CMA Canada's cookies are erased at the end of each Web session.

CMA Canada Web sites require cookies be accepted by the computers of the individuals accessing them. If you wish, you may decline or delete cookies. If you decline or delete the cookies, you may not be able to access or run certain applications that are on our Web sites.

CMA Canada's Corporate Web site collects information such as browser type, operating system, geographical locations and site usage patterns. This information is useful to us in designing our Web site so that we can serve you better. This information does not personally identify the user. The cookie associated with the collection of this information will expire as soon as the Web session is terminated.

CMA Canada's Strategic Leadership Program Web site generates a transient cookie (session cookie), a cookie that is stored in temporary memory and erased when the user ends their Web session. Session cookies do not collect information from the user's computer. They allow our computers to differentiate between multiple, simultaneous users and their individual data requests while they are online.