

PRIVACY POLICY

I. INTRODUCTION

This Privacy Policy explains how MDR Public Affairs collects Personal and Non-Personal Data on its corporate website (www.mdrpublicaffairs.ca), all other websites it owns and manages, and any affiliated digital services operates or uses, including by phone or by paper.

II. WHO ARE WE

MDR Public Affairs is a Canadian-based social enterprise that provides strategic communications and media monitoring services to organizations that improve access to education and those committed to building safer, healthier, and greener communities. MDR Public Affairs also serves the Canadian regulatory sector by overseeing a suite of digital marketing platforms to support and promote their consumer protection mandate.

III. CHANGES TO THE PRIVACY POLICY

As MDR Public Affairs and its products and services change from time-to-time, this Privacy Policy is expected to change as well. We reserve the right to amend the Privacy Policy at any time and for any reason. The date of the last update to the Privacy Policy will be indicated beside this policy's effective at the bottom of this document.

IV. TYPES OF DATA WE COLLECT

Personal Data

If necessary, we will collect information (whether online, by phone, or by paper) that enables MDR Public Affairs to identify or contact you ("Personal Data") to carry out its business purposes. MDR Public Affairs collects this information for a variety of business reasons, including but not limited to, contacting us for service, sharing employment opportunities on regulatoryjobs.ca, subscribing to our newsletters, magazines and other literature, and improving our service delivery.

The types of Personal Data we collect include, but are not limited to:

- General data (business addresses, email addresses, Internet protocol addresses and mobile/landline business/personal telephone numbers that are provided by our partners)
- Professional data (post-nominals and other distinctions)
- Other identification information (e.g., photographs)

Non-Personal Data

We collect information (whether online, by phone, or by paper) that does not directly identify you as you interact with our online website (“Non-Personal Data”). The types of Non-Personal Data we collect includes, but is not limited to:

- Site usage (e.g., browsing history, search terms, number of clicks, referring/exit pages, date/time stamp, time on Site)
- Computer type, operating system, and platform type
- Internet service provider
- Your industry and business (e.g., company size and location, job functions and seniority levels)

V. HOW WE USE YOUR DATA

In addition to the uses described above, we use your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways including, but not limited to the uses described below:

Personal Data

- Respond to your emails or online requests for information
- Deliver and process newsletters and surveys
- Personalize and improve the usability of the website
- Tailor content, advertising and marketing to you
- Publish membership directories, membership lists, and registration lists on the website and in print and digital media.

Non-Personal Data

We use Non-Personal Data to improve the usability of our website and for other business reasons.

We restrict access to Personal Data to certain companies who need the data to operate, develop, or improve our services.

VI. HOW WE SHARE YOUR DATA

We share your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways including, but not limited to the below:

- Share data with third parties to fulfill service requests and to perform business functions (e.g., MDR Public Affairs contracts with third parties to provide services on our behalf such as data hosting services; packaging, mailing and delivering services; customer support and consulting services; and event registration services).
- Share data with third parties as required by law or to protect MDR Public Affairs in the good-faith belief that such action is necessary to:
 - protect and defend MDR Public Affairs' rights or property or protect the personal safety of MDR Public Affairs personnel or members of the public in appropriate circumstances.
 - share data with third parties if MDR Public Affairs and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, or if MDR Public Affairs undergoes some other change including a change to its corporate form as part of a bankruptcy proceeding or otherwise; information may be transferred as part of that transaction or change.
 - Share Non-Personal data with third parties under other unanticipated situations, but only with your consent.

At no time will MDR Public Affairs sell or share your data to third-party entities for financial gain to benefit a third-party financially.

VII. HOW YOU CAN MANAGE THE PROCESSING OF YOUR DATA

You can manage your profile and email preferences, including “opting out” of receiving emails by following the links on our websites where subscribing to emails is possible.

Our processing of your data is based upon your consent, contract performance (e.g., your partnership sign-up/renewal), legitimate business interest or compliance with law. You have the right to object to our processing of your data or to restrict our processing of your data. In addition, if you have consented to the processing of your Personal Data, you have the right to withdraw your consent at any time.

VIII. CANADA ANTI-SPAM LAW

MDR Public Affairs info complies with the Canada Anti-Spam Law (CASL). Non-consumerprotection.info members or associates who provide us a Canadian mailing address will not receive unauthorized Commercial Electronic Messages (as defined under the Canada Anti-Spam Law) unless these individuals have “opted-in” to receive Commercial Electronic Messages.

For more information on the Canada Anti-Spam Law, click [here](#).

IX. HOW WE PROTECT PERSONAL DATA

MDR Public Affairs implements commercially reasonable security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. We restrict access to Personal Data to certain companies who need the data to operate, develop, or improve our services. These individuals or partner organizations are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

Unfortunately, no data transmission over the internet or electronic storage is fully secure. Accordingly, and despite our reasonable efforts to protect your Personal Data from unauthorized access, use, or disclosure, consumerprotection.info cannot guarantee or warrant the security of the Personal Data you transmit to us, or to or from our online website.

X. LINKING TO OTHER INTERNET WEBSITES

Other websites that are linked from an MDR Public Affairs website or email may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, review the privacy statements of these other linked website, applications, or other digital platforms.

When you select an external link that takes you to a website not owned and operated by MDR Public Affairs, you may be subject to the privacy policies of these third-party website and MDR Public Affairs bears no responsibility for that action.

XI. THIRD-PARTY PRIVACY

Our websites connect to numerous third-party websites to provide our viewers with information they seek. All of the information that we display about individuals is publicly available on other websites and links to websites related MDR Public Affairs. At no time do we share personal data from users to owners of the third-party website, nor do we share any information from third-party websites to which we may be privy.

XII. HOW YOU CAN ACCESS, CHANGE AND DELETE YOUR PERSONAL DATA

We rely on you to update and correct your Personal Data. If you are a user of our website, subscriber to MDR Public Affairs resources and/or publications, have active links connected to MDR Public Affairs or are an MDR Public Affairs member of any kind you can review, update and correct your information directly on the MDR Public Affairs website. Typically, we retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This may include retaining your Personal Data indefinitely, even after you are no longer an MDR Public Affairs partner, in order to provide you with future marketing opportunities and other purposes, as well as to comply with our legal obligations, resolve disputes, or enforce any of our agreements. Please note that you can request, at any time, that we delete your Personal Data. All requests must be directed to the contact in the “Contact Information” section below. We can decide to delete your Personal Data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations to other members, individuals, or third parties. When we delete your Personal Data, it will be removed from our active databases or anonymized so that the data is no longer identified with you, but the data may remain in our archives if MDR Public Affairs determines that it is not practical or possible to delete it.

XIII. COOKIES AND OTHER WEB DEVICES

Our website sends cookies (i.e., pieces of code or text placed on your computer by us or third parties when you browse our website) to your web browser (if your browser's preferences allow it) to collect data when you browse our site. Cookie settings can be controlled in your Internet browser to automatically reject some forms of cookies. If you view our website without changing your cookie settings, you are indicating your consent to receive all cookies from our website. If you do not allow cookies, some features and functionality of our website may not operate as expected. In addition to cookies, we place technological tools (and allow certain third parties to place technological tools) such as tags and beacons (e.g., code scripts that are primarily used to track visitors' activities on our website by web analytics software), Internet Protocol (IP) addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy.

XIV. TRANSMISSION OF DATA TO OTHER COUNTRIES

Your Personal Data is processed in the United States and Canada. In some countries, privacy laws may be less stringent than the laws in your country and where the government, courts, or law enforcement may be able to access your data. By submitting your Personal Data to us, you agree to the transfer, storage and processing of your Personal Data in the United States.

XV. RIGHT TO COMPLAIN TO SUPERVISORY AUTHORITY

You, as the data subject, have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement, if you believe that the processing of your personal data does not comply with legal requirements.

XVI. BREACH NOTIFICATION

In the event we determine the occurrence of a data security incident, we will notify you by email, US mail, telephone, or other means as permitted by law.

XVII. CONTACT INFORMATION

If you have questions, comments, or complaints concerning our privacy practices or if you wish to change, access, or remove your Personal Data, please contact us as indicated below. We will attempt, where practical, to respond to your requests and to provide you with additional privacy related information.

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Click here to [email](#) us.

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