

# YOUR PRIVACY. OUR PRIORITY.

Welcome to [www.MilkMOOVesYou.ca](http://www.MilkMOOVesYou.ca) (the 'Website'). This site is managed and operated by the BC Dairy Association, Alberta Milk, Saskatchewan Milk Marketing Board (SaskMilk) and Dairy Farmers of Manitoba (collectively the 'Site Sponsors').

The Site Sponsors recognize your right to privacy and are strongly committed to protecting the privacy of all visitors to this Website and of all eligible participants in the Milk MOOVes You contest enabled through this Website.

The intent of this Privacy Policy is to detail our policies and procedures regarding the collection, use and/or disclosure of personal information of visitors to this Website and of all eligible participants in the Milk MOOVes You contest enabled through this Website. This Privacy Policy also lets you know what to do if you do not want your Personal Information collected when you visit our Website and how you can change or delete information you have already provided us.

The Milk MOOVes You contest enabled by this Website requires that you provide us with Personal Information including but not limited to your name and email address. You are not eligible to participate in this contest and may not provide this Website with your name, email address or any other Personal Information unless you are 16 years of age or over, so this functionality is not available to those under the age of 16 years.

Please review this privacy policy in detail. If you do not agree to the terms and conditions of this privacy policy, please do not visit our Website.

## **COLLECTION OF PERSONAL INFORMATION**

For the purposes of this Privacy Policy, "Personal Information", as referenced in this Privacy Policy, means personally-identifiable information including, without limitation, your name, street address, telephone number, email address and date of birth.

When you are visiting our Website you may be asked for your Personal Information in order to access or participate in the Milk MOOVes You contest.

Please be assured that the Site Sponsors will not collect any Personal Information unless and until you provide this information to us voluntarily. When you provide us with Personal Information, you are authorizing and consenting to use by the Site Sponsors of that information in accordance with the terms and conditions of the current Privacy Policy. If you do not want the Site Sponsors to have access to your Personal Information, please do not provide it on this Website.

This Website may also collect Personal Information from you about a third party (e.g. the email of your Parent or Legal Guardian if you are over 16 but under the age of majority in your province or territory of residence) in which case we will need that person's name and email address. Please only provide the names and email addresses of those individuals from whom you have received permission to provide their name and email address to the Sponsors, and by whom an email from you or the Site Sponsors would not be considered spam. Please note that we use such information only for the specified purpose (e.g. to send the email) and we will not contact the third party again, nor retain their Personal Information, unless and until the third party contacts us.

## **HOW WE USE YOUR PERSONAL INFORMATION**

Any Personal Information that you provide will only be used for the express purpose for which it was collected. For instance, if you provide your Personal Information for the purposes of entering a contest, your Personal Information will be used only for that purpose (e.g. administering the contest).

## **COLLECTION AND USE OF NON-PERSONAL INFORMATION VIA THE WEBSITE**

The Site Sponsors may also collect information about you during your visit to our Website, but this information will not be linked to your Personal Information and will only be collected in the aggregate in connection with other users of our Website ('non-personal information'). For example, with respect to the Website, such non-personal information may include, without limitation, any non-confidential, non-proprietary information derived from your connection to this Website, such as your Internet browser, domain name, referrer link and information about the areas you visit on our Website.

"Cookies" are files or pieces of information that may be stored in your computer's hard drive when you visit a website. The Site Sponsors may use cookies as a tool to let us know how and when a user visits areas within our site so that we can learn which areas are popular and which may need improvement. Cookies may also be used to remember that you have already provided Personal Information to us and as a result, they help speed up your future activities to our site. The Site Sponsors will not share Personal Information obtained through cookies with any third parties. Most browsers are initially set to accept cookies. If you do not wish to accept cookies, you can set yours to refuse cookies or to alert you when cookies are being sent. However, please be aware that some features of the Website may not function properly or may be slower if you refuse or disable cookies.

## **WE DO NOT SHARE PERSONAL INFORMATION WITH THIRD PARTIES**

Except as stated above under "How We Use Your Personal Information", the Site Sponsors will not give, sell, rent, or loan any of your Personal Information to any third party (with the exception of third parties performing functions on our behalf who have an obligation to keep your Personal Information completely confidential or a third party who buys our business) unless you have expressly authorized us to do so.

The Site Sponsors reserve the right to access and/or disclose Personal Information:

- (i) where required to comply with applicable laws or lawful government requests; and/or
- (ii) in the Sponsors' reasonable opinion, to operate this Website properly and securely.

## **COLLECTING PERSONAL INFORMATION FROM CHILDREN**

The Site Sponsors are very sensitive to privacy issues and are committed to protecting the online privacy of children and making the Internet safe for our users. As a result, this Website does not knowingly collect any Personal Information from children under 18 years of age, unless the Site Sponsors have first obtained the express consent of the child's parent or guardian. This Website may collect demographic data (data that is not personally identifiable) from visitors under the age of 18 and will only use this data in aggregate for demographic purposes.

The only time we may collect a child's Personal Information without first obtaining the express consent of the child's parent or guardian is in respect of certain contests directed at children. In such cases, the Site Sponsors will:

- (i) collect only a minimal amount of Personal Information, sufficient only to determine the winner(s) of the contest;
- (ii) deal only with the winner(s)' parent or guardian and not contact the winner(s) directly;
- (iii) not retain the Personal Information following the conclusion of the contest;
- (iv) not make any use of the Personal Information other than to determine the contest winner(s); and
- (v) will not transfer or make available the Personal Information to any other individual/organization.

If your child has already provided us with Personal Information, you may ask to see this information for the purpose of correcting it, or ask us to delete this information from our records entirely (see "Whom to Contact" below).

## **LINKS TO THIRD PARTY WEBSITES**

The Site Sponsors may provide links and pointers to internet sites maintained by third parties or this Website. Neither the Sponsors, its constituent organizations or dairies, nor their respective affiliates

operate or endorse or control the privacy policies or practices in respect of any Personal Information provided on these third-party sites. Please read each website's privacy policy carefully before using such websites to learn how they will collect, use or disclose your Personal Information.

#### **CHANGES IN OUR POLICY**

The Site Sponsors reserves the right to change or remove this Privacy Policy at any time at our discretion. Whenever we make any alteration to this Privacy Policy, we will post the changes here. Therefore, we encourage you to visit this area frequently to stay informed.

#### **WHOM TO CONTACT**

If you have questions, comments or concerns about our Privacy Policy, or would like to do any of the following:

- see Personal Information that you have already sent us so that you can correct or update it;
- delete your Personal Information from our files;
- ask that we not send you mailings or otherwise contact you; or
- report any violation of this Privacy Policy

#### **In British Columbia**

BC Dairy Association  
3236 Beta Avenue, Burnaby, BC, V5G 4K4  
email: [contactus@bcdairy.ca](mailto:contactus@bcdairy.ca)

#### **In Alberta**

Alberta Milk  
1303-91 Street SW, Edmonton, AB T6X 1H1  
email: [bethany.milligan@dfc-plc.ca](mailto:bethany.milligan@dfc-plc.ca)

#### **In Saskatchewan**

SaskMilk  
444 McLeod Street, Regina, SK S4N 4Y1  
email: [info@saskmilk.ca](mailto:info@saskmilk.ca)

#### **In Manitoba**

Dairy Farmers of Manitoba  
4055 Portage Avenue, Winnipeg, MB R3K 2E8  
email: [general@milk.mb.ca](mailto:general@milk.mb.ca)