

ORHMA Privacy Policy

We are committed to protecting the privacy and confidentiality of the personal information you entrust to our care. We assure you that your personal information is handled according to the following Privacy Policy for the collection, use and disclosure of your personal information.

To provide you with optimum service and access to our many cost-saving membership benefits, it is necessary for us to collect and use personal information you supply to us. Such information is essential to conducting business with you.

1. Why we collect, use and retain your personal information

When you become a member of our association and if you sign on to any of our membership benefit programs, we need certain personal information from you. This information is used to communicate effectively, facilitate your participation in discount programs with third parties and efficiently administer your membership with the ORHMA.

Anonymous data is sometimes used to prepare reports and statistics, for the purpose government lobbying, to manage our business and to monitor the changing needs of our members.

2. We will only obtain the information we need

We will only collect information that is pertinent and necessary to the effective conduct of Association business.

3. How we collect your personal information

Whenever practical, your information will be collected directly from you. We also collect information about you through our authorized representatives or third party service providers. Other sources of information may include financial institutions and electricity or natural gas providers. We will in some cases ask an independent source to verify and supplement personal information.

4. Your consent is needed

Your express consent may be provided in writing, verbally, or electronically. When you utilize any of our cost-saving membership benefit programs, the transfer of information necessary to enroll you in a program and meet your needs may be considered your implied consent. We will endeavor to ensure you understand why we need the information and how it will be used.

5. We will limit the use and disclosure of your personal information

We will limit the use and disclosure of your personal information within our organization and with our partners, associate members and additional third parties. From time to time we may find it necessary to share some of your information with our authorized representatives or third party service providers, in order to provide you with the product or services you need.

As part of our membership service relationship with you, we may use your personal information to offer products, information or services provided by our organization, or business partners, which we believe to be of value and interest to you. We will not give or sell any personal information to third parties for marketing purposes.

The use and disclosure of your personal information shall be done only to the extent necessary to perform our duties, to provide you with high quality service and information designed to meet your on-going needs, or where such use and disclosure is required by our contractual obligations and/or the law.

6. We will limit the length of time we retain your personal information

The length of time we retain your personal information may vary depending on the duration of your on-going membership with the association, services and savings programs that we provide to you and the nature of the information. We will only keep your personal information on our records so long as it is needed for its identified purposes, or as required by law.

7. We are committed to accuracy

We will keep your personal information as accurate, complete and up to date as necessary. You have a right to challenge the accuracy and completeness of the information we hold about you, and if it is inaccurate or incomplete, we will make the necessary correction or amendment. If there is a disagreement or a discrepancy with regard to an issue of accuracy, this will be noted on your file.

8. We will protect your personal information

We have developed and continue to enhance security measures and procedures designed to protect your personal information from unwarranted intrusion, theft, accidental release, loss, or unauthorized disclosure, use, copying, or modification. When we destroy your personal information, we will use appropriate safeguards.

9. Your right to access

With satisfactory verification of your identity, we will provide you with the information you request. There are certain legal exceptions to your right of access. Should your request fall into such a category, we will inform you of the reason for not providing access and any recourse you may have.

You may withdraw your consent, but doing so may prevent us from being able to provide you with your requested product or service. If you have any questions or concerns about the use or security of your personal information, please contact us at:

**Privacy Officer – Ontario Restaurant Hotel & Motel Association, 8-201 2600
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privacyofficer@orhma.com**