

PRIVACY POLICY

At Downtown Cambridge Business Improvement Area, we value your business and respect your right to privacy. We want you to feel confident that private information you provide to us will be kept secure and confidential. Our Privacy Policy is outlined below.

Please note that our website may contain links to other websites, applications and services maintained by third parties. The information practices of such other services are governed by the third-party privacy statements, which we encourage you to review to better understand those third parties' privacy practices.

WHEN WE COLLECT PERSONAL INFORMATION

- Visiting our website which displays or links through to this Privacy Statement
- Visiting our offices or sales centres
- Receiving communications from us, including emails, text, and fax
- Registering for and attending our events

HOW WE COLLECT PERSONAL INFORMATION

“Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier.

“Sessions” is data stored temporarily in computer memory on our servers during your browsing session and often include an anonymous unique identifier.

“Log files” track actions occurring on the Site and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

“Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

If you express an interest in obtaining additional information about our services, request customer support, use our "Contact Us" or similar features, register to use our websites, sign up for an event or webinar, or download certain content, we generally require you to provide us with your contact information, such as your name, job title, company name, address, phone number, and email address.

If you visit our office, you may be required to register as a visitor and provide your name, email address, phone number, company name and time and date of arrival.

PERSONAL INFORMATION WE COLLECT

- Device information including information pertaining to your web browser, IP address, time zone, and cookies
- Information pertaining to the individual web pages, services, or products that you view
- Websites and search terms that referred you to our Site
- Information pertaining to how you interact with our Site
- Your first and last name
- Email
- Phone number
- City and address
- Company

HOW DO WE USE YOUR PERSONAL INFORMATION?

When we talk about “Personal Information” in this Privacy Policy, we are referencing both Device Information and Registrant Information.

We use the Device Information collected to help us screen for potential risk and fraud, and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We may use the information we collect through our Site for a range of reasons, including:

- To provide, operate, optimize, and maintain our Site
- To send you information for marketing purposes, in accordance with your marketing preferences
- For recruitment purposes if you have applied for a role with Downtown Cambridge Business Improvement Area
- To respond to your online inquiries and requests, and to provide you with information and access to resources or services that you have requested from us
- To manage our Site and system administration and security
- To improve the navigation and content of our Site
- To identify any server problems or other IT or network issues
- To compile aggregated statistics about site usage and to better understand the preferences of our Visitors
- To carry out research and development to improve our services
- To customize content and layout of the Site
- Promoting security of our Site
- Developing and improving our Site
- Managing office and sales centre visitors
- Displaying personalized advertisements and content
- To carry out other legitimate business purposes, as well as other lawful purposes

We may also collect information about you from other sources, including third parties from whom we have purchased Personal Data, and combine this information with Personal Data provided by you. This helps us to update, expand and analyze our records, identify new customers, and create more tailored advertising to provide services that may be of interest to you. We may collect Personal Data from the following sources:

- IP addresses
- Social handles
- LinkedIn URL
- Custom profiles from third party data providers

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information as described above. These include:

- Google Analytics to help us understand how our customers use the Site Analytics
- Contracted service providers which provide services such as IT and system administration and hosting, research and analytics, marketing, customer support and data enrichment

We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

DATA RETENTION

We may retain your Personal Data for a period of time consistent with the original purpose of collection. We determine the appropriate retention period for Personal Data on the basis of the amount, nature, and sensitivity of your Personal Data, the potential risk of harm from unauthorized use or disclosure, and whether we can achieve the purposes of the processing through other means, as well as the applicable legal requirements.

After expiry of the retention period, your Personal Data will be deleted. If there is any information that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further use of the data.

SECURITY

We take precautions including organizational, technical, and physical measures, to help safeguard against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, the Personal Data we process or use.

While we follow generally accepted standards to protect Personal Data, no method of storage or

transmission is 100% secure. You are solely responsible for protecting your password, limiting access to your devices, and signing out of websites after your sessions. If you have any questions about the security of our Site, please contact us via the “Contacting Us” section below

CHANGES

We may update this privacy policy from time to time to reflect changes to our practices or for other operational, legal, or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at: info@downtowncambridgebia.ca