

Virtual Business Innovation Centre

Privacy and Security Policy

Definition of Personal Information:

Virtual Business Innovation Centre defines Personal Information as “*information that can be used to identify a specific individual.*”

Information collected by Virtual Business Innovation Centre that could be classed as personal information includes:

- Name
- Age
- Business history
- Financial history
- Marital status
- Education
- Address
- Telephone number

Statement of Purpose:

Pursuant to conducting its business activities Virtual Business Innovation Centre will collect personal information for the purposes of:

- Business Management Services
 - Legal names
 - Email address
 - Birth dates
- Delivery and shipping of products
 - Address
 - Email address
 - Names
- Providing business assessment services
- Recording business and finance activities
- Compiling research data for research, assessment and service/product enhancement
- Collecting research data in for market research
- Business Management services directly related to the delivery of the VBIC program.

Consent:

Whenever data or personal information may be submitted to affiliates or third parties the individual will be advised and have the option to “opt-out.” If the “opt-out” option is not exercised the individual will be deemed to have given consent.

If the “opt-out” option to provide accurate and correct personal information is exercised in Business & Financial Planning services there may, at the discretion of Virtual Business Innovation Centre, be a cessation of that service as the service is reliant on the provision of this information. Business and Financial Planning services are normally undertaken only with Informed Consent.

Informed Consent, a higher level of consent, may be initiated in secure environments when the disclosure of data or personal information may be used to give business and financial advice or in highly sensitive assessment issues. Informed Consent is understood to mean the individual has been provided sufficient facts about the disclosure, comprehends those facts, and voluntarily consents to the disclosure.

Right to Review:

Individuals have the right to review their personal information for content accuracy or to enact necessary change. Virtual Business Innovation Centre stores personal information and data collected as digital data and paper record. Access to this data and personal information for the purpose of correction or change must be arranged through the administrator via an email or written request.

The email address for access requests is admin@smartpartners.ca Account information, when present, is accessed by entering an assigned ID and user-defined password. Access or changes may also be requested by calling Virtual Business Innovation Centre at (204) 771-8828.

Security:

In areas where account information is required to be entered, access can only be gained with a password and assigned ID. In some cases industry standard SSL encryption is used to protect data transmission.

Account information can be accessed for change using the assigned ID and user determined password.

Sharing and Disclosure:

Virtual Business Innovation Centre will not share or disclose aggregated data or personal information with third parties, except as provided by this privacy policy:

- Virtual Business Innovation Centre and its affiliates may share data or information with companies hired to perform services for VBIC, where these companies need the data to perform the stipulated service (ie: mailing, data analysis).
- Virtual Business Innovation Centre may share data or information provided by individuals for the purposes of marketing and promotion providing the individuals have acknowledged they have voluntarily provided VBIC with the information.
- VBIC may share data or information where the information or data is required to provide a stated service to the individual (ie: business evaluation or assessment).
- VBIC collects data for market and research purposes. This data may be shared with third parties or affiliates in aggregated form for analysis and research.

Virtual Business Innovation Centre will restrict access to personal information to those who have a legitimate business or administrative purpose. VBIC owns all personal information and data submitted to it by individuals.

Surveys:

From time to time VBIC may undertake to deliver surveys. These surveys may be at the request of affiliates or third parties. When surveys are undertaken the participating individuals will be advised that personal information may be required and that data will be aggregated and subjected to various analysis.