

## Statement of Privacy

CPA Atlantic School of Business Association (“CPA Atlantic”) is committed to protecting your privacy as personal information is collected from its students, candidates, employees and others in the regular course of doing business. This Statement of Privacy (or “Statement”) applies to CPA Atlantic and governs data collection and usage.

By agreeing to use the CPA Atlantic website to access information or download forms such as, but not limited to, a transcript evaluation or a registration form, you consent to the data practices described in this Statement.

## What personal information do you collect about me?

CPA Atlantic collects the following personally identifiable information: your e-mail address, name, home or work address or telephone number and postal code. CPA Atlantic also collects other demographic information such as your age, and gender.

When you visit CPA Atlantic’s website, there is also information about your computer hardware and software that is automatically collected by CPA Atlantic.

The web server automatically collects and stores certain information in the server logs and in addition cookies are also used to track your website session. This includes device event information such as crashes, system activity, operating system used and the type and version of browser used, the IP address and domain you used to access our website, the number, duration and frequency of visits to our web site and the website you came from and all pages you looked at. No personal identifiable information is stored.

This information is used by CPA Atlantic for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the CPA Atlantic’s website.

## How do you use this information?

CPA Atlantic collects and uses your personal information to deliver the services you have requested. Your consent is obtained at the time personal information is collected. Those uses include, but are not limited to, the following:

- to provide services to students and candidates,
- to employ potential employees or contractors,
- for the purchase of products or services,
- for marketing and promotions purposes to advise of CPA Atlantic’s products or services, ➤ to respond to enquiries and to communicate with students, candidates and others.

CPA Atlantic does not sell, rent or lease its prospect, student, or candidate lists to third parties. CPA Atlantic may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party.

In addition, CPA Atlantic may share data with trusted partners to help it perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third

parties are prohibited from using your personal information except to provide these services to CPA Atlantic and they are required to maintain the confidentiality of your information.

If you are responding to career opportunities posted on CPA Atlantic's website, CPA Atlantic may use and disclose your personal information to administer and process your employment application. CPA Atlantic keeps track of the websites and pages our customers visit within our website in order to determine what services are the most popular. This data is used to deliver customized content and advertising within CPA Atlantic to customers whose behavior indicates that they are interested in a particular subject area.

CPA Atlantic will disclose your personal information, without notice, only if required to do so by law.

CPA Atlantic will retain your personal information for the amount of time necessary to fulfill the purposes outlined in this Statement of Privacy or such longer retention period as may be required or permitted by applicable law.

You may request access to your personal information and information about CPA Atlantic's collection, use, disclosure, and retention of that information by sending your request to CPA Atlantic's Privacy Officer using the contact information below. Subject to applicable exceptions and limitations prescribed by law, you will be given reasonable access to your personal information, and will be entitled to challenge the accuracy and completeness of the information and to have it amended as appropriate.

## How do you obtain my consent?

When you provide CPA Atlantic with personal information to initiate or to complete a business transaction, CPA Atlantic assumes you consent to it collecting and using the personal information for that specific reason only.

If CPA Atlantic asks you for personal information for a secondary reason, such as marketing, it will either ask you directly for your consent or provide you with an opportunity to say no. Saying no is called opting out. By opting out, you can tell CPA Atlantic not to collect the information and/or not to share it with other organizations.

## How do I opt out?

You can opt out of communications from CPA Atlantic by selecting the "unsubscribe" option at the bottom of all electronic mail-outs. Similarly, you can email us directly or simply adjust your web browser preferences.

## How do we safeguard personal information?

CPA Atlantic makes every reasonable effort to ensure that personal information is accurate and complete. CPA Atlantic relies on individuals to notify it if there is a change to their personal information that may affect their relationship with the organization. If you are aware of an error in CPA Atlantic's information about you, please let CPA Atlantic know and it will be corrected on request wherever possible. In some cases, CPA Atlantic may ask for a written request for a correction.

CPA Atlantic will protect personal information in a manner appropriate for the sensitivity of the information. CPA Atlantic's make every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information. CPA Atlantic uses appropriate security measures when destroying personal information, including shredding paper records and permanently deleting electronic records.

In their various work capacities, all of the employees at CPA Atlantic may have access to the student's file. All employees of CPA Atlantic School of Business are required to sign CPA Atlantic's *Code of Conduct and Intellectual Property Rights Agreement* which amongst other principles, covers confidentiality and privacy of information.

## Changes to this Statement

CPA Atlantic may update this Statement of Privacy from time to time by posting a new version of this Statement on CPA Atlantic's website at [www.cpaatlantic.ca](http://www.cpaatlantic.ca). CPA Atlantic's collection, use, disclosure and retention of your personal information will be governed by the version of this Statement of Privacy in effect at that time. Your continued association with CPA Atlantic subsequent to any changes to this Statement of Privacy will signify your consent to the collection, use, disclosure and retention of your personal information in accordance with the changed Statement of Privacy. Accordingly, you should check the "Last updated" date of this Statement of Privacy (at the bottom of the page) and review any changes since the last version.

## How do I get more information?

Staff at CPA Atlantic will be happy to answer any questions you may have about your personal information. If you would like more information about CPA Atlantic's policies, or you would like to see exactly what personal information CPA Atlantic has about you in its records, or you wish to register a complaint, please contact:

Privacy Officer  
CPA Atlantic School of Business  
Suite 1306, 2000 Barrington Street, Halifax NS B3J 3K1 CANADA

Email: [privacyofficer@cpaatlantic.ca](mailto:privacyofficer@cpaatlantic.ca)

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