

## **Privacy Policy**

The Freedom of Information Protection of Privacy Act (RSBC 1996) governs the collection, use and disclosure of personal information by public bodies in British Columbia. Cultus Lake Waterpark Ltd, dba Cultus Lake Waterpark & Cultus Lake Adventure Park, (herein referred to as the "CLWP") a privately owned company operating from Cultus Lake, BC and operating a waterpark under the name Cultus Lake Waterpark, and an amusement park under the name Cultus Lake Adventure Park, conform to and comply with the provisions of the Act.

### **CLWP's Commitment to Protecting the Privacy of Personal Information**

CLWP is committed to respecting and protecting the confidentiality of any personal information that our customers and potential customers entrust with us. This Policy reflects that commitment.

### **What is Personal Information?**

In attempt to better our products and services, CLWP collects a variety of personal information from you. Examples of such personal information would be contact particulars, gender, age, family status, or various preferences and interests.

### **Collecting and Using Personal Information**

CLWP is committed to collecting and using information only for the purpose for which it was gathered and only with the consent of the person whose information it belongs. CLWP does not sell or rent your personal information to anyone.

Below are reasons in which CLWP uses the information collected:

#### **1. To create and maintain effective business relationships.**

CLWP will collect information from its customers and other individuals with whom CLWP comes into contact to confirm identity and related contact information. Additional personal information may be requested dependent upon the specific situation. For example, CLWP may collect bank and credit information for customers or suppliers to set up credit and payment plans for accounts.

#### **2. To further develop, enhance and market products and services.**

CLWP may collect personal information regarding customer's specific interests in events on the CLWP grounds. This information may be used to develop new products and services and to improve existing products and services. Such information may also be used to help us better market and promote our products and services to our customers.

#### **3. To understand customer needs and preferences.**

CLWP keeps personal information for the purpose of providing personalized service. For example, if a customer wishes to receive information pertaining to a specific event or product, when there is information available pertaining to that issue, such information can be sent only to those customers who expressed an interest in receiving it. Personal information may be utilized in connection with on-line communications with our customers in order to customize the look and scope of activities offered to that customer on-line.

#### **4. To communicate with our customers or potential customers**

CLWP, with consent of the person whose information is being used may send information via direct marketing or through electronic means to communicate to that person about various future events, promotions or proposals relating to CLWP.

### **Disclosing Personal Information**

Situations where CLWP may be required to disclose personal information about its customers or other individuals with whom CLWP does business are varied. Some examples include the following:

1. CLWP may disclose personal information to a related company, or to a contracted third party agent, for the purpose of providing services to customers or communicating with CLWP's database, for example, an outsourced mail-house. Such disclosure is done on a confidential basis, and CLWP requires the third party to which the information is disclosed to use that information only for the specific purposes for which it was provided to them.
2. CLWP may disclose information for the purpose of collecting on a debt obligation owing to CLWP.
3. CLWP may disclose a customer's personal information to a third party to perform research on CLWP's behalf for the purpose of customer service and/or business planning activities. Such disclosure is done on a confidential basis, and CLWP requires the third party to which the information is disclosed to use that information only for the specific purposes for which it was provided to them and for use as approved by the customer.
4. CLWP may disclose a customer's personal information to a third party associated with CLWP as a sponsor or supplier when that third party desires to communicate an offer of merit to CLWP customers in light of the customers' expressed interest in CLWP activities. Such disclosure is done only with respect to those customers who consent to such disclosure. Such disclosure is done on a confidential basis, and CLWP requires the third party to which the information is disclosed to use that information only for the specific purposes for which it was provided to them.
5. CLWP is also obligated by statute, to disclose personal information where required by law or for the purposes of law enforcement.

Any disclosure of personal information by CLWP is done in conformity with the Freedom of Information and Protection of Privacy Act.

## **Security**

CLWP carries out its commitment to personal information security in several ways:

1. CLWP will limit the collection, use and disclosure of personal information to that reasonably required in order for CLWP to carry on its business. Some of the specific purposes for which CLWP will collect, use and disclose personal information are set out in this Privacy Policy. Other instances of permitted collection, use and disclosure of personal information are set out in the Freedom of Information and Protection of Privacy Act
2. CLWP will ensure appropriate safeguards are in place to protect the personal information it has in its custody or control. This ranges from ensuring areas and documents are only accessible by authorized personnel that act in conformity with the CLWP's Privacy Policy and respect the privacy of the personal information they are exposed to in the work place.
3. CLWP will protect the confidential nature of personal information when dealing with other organizations, and CLWP will require them to meet the same standard as it does when dealing with personal information it has placed in their trust.
4. CLWP will honour any reasonable requests made to review and update your own personal information, and to remove your information from areas where its use is no longer approved by you. CLWP will take reasonable steps to process these requests in a timely manner.
5. By your receipt of this Privacy Policy, CLWP will assume, unless we hear from you otherwise, that you wish CLWP to continue to collect, use and disclose your personal information in accordance with this Privacy Policy. Please note that you may withdraw or limit your consent to the CLWP's collection, use or disclosure of your personal information at any time, subject to any legal or contractual restrictions. CLWP will process and implement such requests within a reasonable amount of time. Note, however, that such requests may limit CLWP's ability to provide you with the optimal level of communications or services.

Should you have any questions or concerns about our Privacy Policy, please email our [Privacy Officer](#) or alternatively via mail at the below address and we will respond to your message.

Privacy Officer  
Cultus Lake Waterpark Ltd.  
PO BOX 3343, Cultus Lake V2R-5H6