



# BRODER DEVELOPMENTS, LTD.

## Personal Information Protection Policy

**Overview:** We will only collect information necessary to facilitate the process of building your home. We will never share, sell or trade your personal information with any other organization or person.  
*Read on for complete privacy policy details.*

Broder Developments, Ltd. [referred to from the point forward as Broder Homes] is committed to safeguarding the personal information entrusted to us by our clients. We manage your personal information in accordance with Alberta's *Personal Information Protection Act* and other applicable laws. This policy outlines the principles and practices we follow in protecting your personal information.

This policy applies to Broder Homes and to any person providing services on our behalf. A copy of this policy is provided to any client on request.

### **What is personal information?**

Personal information means information about an identifiable individual. This includes an individual's name, home address and phone number, age, sex, marital or family status, an identifying number, financial information, educational history, etc.

### **What personal information do we collect?**

We collect only the personal information that we need for the purposes of building your custom home. We normally collect client personal information directly from our clients. Rarely, we may collect your information from other persons with your consent or as authorized by law. We inform our clients, before or at the time of collecting personal information, of the purposes for which we are collecting the information.

### **Consent**

We assume your consent to use and continue to use and, where applicable, disclose personal information that we have already collected, for the purpose for which the information was collected.

We ask for consent to collect, use or disclose client personal information, except in specific circumstances where collection, use or disclosure without consent is authorized or required by law. We may assume your consent in cases where you volunteer information for an obvious purpose.

Where express consent is needed, we will normally ask clients to provide their consent orally (in person, by telephone), or in writing (by signing a consent form).

We may collect, use or disclose client personal information without consent only as authorized by law. For example, we may not request consent when the collection, use or disclosure is to determine suitability for an honour or award, or in an emergency that threatens life, health or safety.

### **How do we use and disclose personal information?**

We use and disclose client personal information only for the purpose for which the information was collected, except as authorized by law. For example, we may use client contact information to deliver goods.

If we wish to use or disclose your personal information for any new business purpose, we will ask for your consent. We may not seek consent if the law allows this (e.g. the law allows organizations to use personal information without consent for the purpose of collecting a debt).

### **How do we safeguard personal information?**

We make every reasonable effort to ensure that personal information is accurate and complete. We rely on individuals to notify us if there is a change to their personal information that may affect their relationship with our organization. If you are aware of an error in our information about you, please let us know and we will correct it on request wherever possible. In some cases we may ask for a written request for correction.

We protect personal information in a manner appropriate for the sensitivity of the information. We make every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

We use appropriate security measures when destroying personal information, including shredding paper records and permanently deleting electronic records.

We retain personal information only as long as is reasonable to fulfil the purposes for which the information was collected or for legal or business purposes.

### **Access to records containing personal information**

Individuals have a right to access their own personal information in a record that is in the custody or under the control of Broder Homes, subject to some exceptions. For example, organizations are required under the *Personal Information Protection Act* to refuse to provide access to information that would reveal personal information about another individual.

You may request information about our use of your personal information and any disclosure of that information to persons outside our organization. In addition, you may request a correction of an error or omission in your personal information.

### **Questions and complaints**

If you have a question or concern about any collection, use or disclosure of personal information by Broder Homes, or about a request for access to your own personal information, please contact Jonathan Jacobson, Owner and President at [j.jacobson@broderdevelopments.com](mailto:j.jacobson@broderdevelopments.com) or by calling (403) 302-7366.

If you are not satisfied with the response you receive, you should contact the Information and Privacy Commissioner of Alberta:

Office of the Information and Privacy Commissioner of Alberta  
Suite 2460, 801 - 6 Avenue, SW  
Calgary, Alberta T2P 3W2  
Phone: 403-297-2728                      Toll Free: 1-888-878-4044  
Email: [generalinfo@oipc.ab.ca](mailto:generalinfo@oipc.ab.ca)                      Website: [www.oipc.ab.ca](http://www.oipc.ab.ca)

