

# ***VRC Fitness/ Cheers Bar & Grill Privacy Policy***

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## **Privacy Commitment**

Valley Racquets Centre Inc. ("VRC") operates a health and fitness facility under the name VRC Fitness Club and a sports bar under the name Cheers Bar & Grill. References to VRC are also a reference to VRC Fitness Club and Cheers Bar & Grill.

VRC is committed to protecting your privacy, and supports a general policy of openness about how it collects, uses, and discloses your personal information. This Privacy Policy applies to the personal information of VRC's customers, employees, and other individuals that is collected, used, or disclosed by VRC.

This Privacy Policy also explains how you can contact VRC if you wish to access your personal information, have a question about it, want to make a change to it, or want VRC to delete any personal information that VRC may be holding about you. VRC strongly recommends that you take the time to read this Privacy Policy.

## **Personal Information**

For the purpose of this Privacy Policy, "personal information" means any information about an identifiable individual, but does not include:

- An individual's business contact information, including the individual's name, position name or title, business telephone number, business address, business e-mail, and business fax number;
- Personal information about an individual that is publicly available information as designated under the *Personal Information Protection Act*, such as information available from a public registry or in a telephone book;
- Aggregated information that cannot be associated with a specific individual; and
- Information about a company, association, or other organization.

## **What Personal Information We Collect**

VRC collects the following personal information:

- Contact information (name, home address, home e-mail address and home telephone number of our members and employees) in order to contact you with regard to your membership or accounts;
- Information about members'/potential members' fitness interests, fitness goals and general fitness state;
- Documentation relating to proof of age/identity (signature, social insurance number or driver's license number) in order to determine qualification to work, to determine qualification for certain memberships, and to verify your identity for purposes of attendance at Cheers Bar & Grill;

- Name of employer, to determine eligibility for corporate memberships;
- Financial and billing information (such as credit card number and expiration date) used to settle accounts;
- Personal information necessary to establish, manage and, if necessary, terminate, an employment or membership relationship.

## **How We Use Personal Information**

VRC collects personal information for the following purposes:

- To establish, manage and, if necessary, terminate employment and membership relationships, including enrolling employees in benefit plans;
- To enroll members at VRC and to provide services to those members, including contact information for next of kin, and information relating to payment of accounts;
- To determine member and customer interests in order to market further services to them and to establish and maintain commercial relationships with customers and provide ongoing services;
- To meet legal and regulatory requirements;
- For other reasons as a reasonable person would consider appropriate in the circumstances.

VRC may share personal information with third parties engaged to assist it in providing services or products to you or to carry out one or more of the purposes described above. These service providers are prohibited from using personal information for any purpose other than to provide this assistance and are required to protect personal information disclosed to them by VRC and to comply with the general privacy principles described in this Privacy Policy.

## **Consent**

VRC, in most cases, relies on express consent. However, where the purpose of the collection of personal information is obvious (such as the use of credit to pay an account), VRC will rely on implied consent. In some cases, such as the receipt of information about additional services we offer, VRC will rely on opt-out consent.

VRC only collects personal information where it is necessary to provide the service which you are seeking, or to establish, manage, or terminate an employment or membership relationship. VRC also requires individuals to consent to the collection, use, or disclosure of personal information as a condition of the supply of a service or employment if such collection, use, or disclosure is required to fulfill the aforementioned purposes of collection.

VRC reserves the right to collect, use or disclose personal information in certain limited circumstances, without the knowledge and consent of the individual, where required or permitted by law. Examples of this include:

- VRC may collect or use personal information if it is clearly in the interest of the individual and consent can not be obtained in a timely way, such as when the individual is seriously ill, mentally incapacitated, or in the case of an emergency where the life, health or security of an individual is threatened.
- VRC may collect, use and disclose employee personal information without the consent of the individual where the collection, use, or disclosure is reasonable for the purposes of establishing, managing, or terminating an employment relationship between VRC and the individual.
- VRC may collect or use personal information to create aggregate information, in order to identify customer needs and trends, and to aid in the development of new services and products.
- VRC may disclose your personal information to law enforcement authorities in order to maintain order or to comply with liquor licensing regulations on its premises.
- VRC may disclose personal information without knowledge or consent to collect a debt, to comply with a subpoena, warrant, or other court order, or as may otherwise be required or authorized by law.
- VRC may collect, use, or disclose personal information without the knowledge and consent of the individual if seeking consent of the individual is reasonably expected to compromise the availability or the accuracy of personal information reasonably required for an investigation or a proceeding, such as in the case of an investigation of a breach of agreement or contravention of federal or provincial law.
- VRC may disclose your personal information to 3<sup>rd</sup> parties in order to collect debts owed to VRC.

You may withdraw your consent to the use and disclosure of personal information in connection with the services that you have requested at any time, subject to legal or contractual restrictions and reasonable notice. VRC will inform you of the implications of withdrawing consent. If you wish to withdraw your consent at any time, please contact our Privacy Officer (listed below).

### **Employee Personal Information**

Employee personal information is personal information that is reasonably necessary to establish, manage, or terminate an employment relationship with VRC. While we may collect, use and disclose employee personal information without your consent, we will notify you that we are doing so at the time, or prior to, when we collect, use or disclose your employee personal information.

VRC reserves the right to collect, use or disclose your employee personal information without your knowledge where it is required or allowed to do so by the *Personal Information Protection Act*.

### **Consent for Marketing Purposes**

Unless you choose to opt-out, VRC may use your contact information to promote and

market additional services, products, and special offers from VRC Fitness Club and Cheers Bar & Grill.

You may choose to opt-out of receiving marketing information from us at any time by:

- Marking enrolment information where provided stating you do not wish to receive marketing information;
- Sending a written notice to:  
*VRC Fitness/Cheers Bar and Grill*  
*2814 Gladwin Road*  
*Abbotsford, BC*  
*V2T 4S8*  
*Attention: Privacy Officer;*
- Sending an e-mail to [gen.mgr@vcrfitness.ca](mailto:gen.mgr@vcrfitness.ca).

### **Access To Your Personal Information**

You have the right to access your personal information, including employee personal information, in the possession or control of VRC and to know how that personal information has been or is being used, and to whom it has been disclosed.

Applications must be in writing and be sent to our Privacy Officer by either mail or email at the addresses set out below. Applications should have sufficient detail in order to allow us to identify you and the information that you are requesting.

You may ask to have errors or omissions in your personal information in our possession, or control, corrected. If we are satisfied that the correction is reasonably necessary, we will correct the information and notify anyone to whom we have provided the personal information in the 12 months previous to the correction. If we are not satisfied that the correction should be made, we will annotate the personal information under our control of the correction requested, but not made.

Requests for access and correction will usually be responded to within 30 calendar days of receiving the request, unless we apply to the Privacy Commissioner for an extension.

We charge \$25 plus \$.25 per page for providing you with copies of your personal information. In the event that it will take an unusually long time to collect your personal information, we may charge more. In each case, we will give you a full quote before photocopying the information.

There is no charge for correcting personal information and there is no charge for accessing your employee personal information.

VRC reserves the right to refuse to comply with all or part of a request where we are required or permitted to refuse to do so by the provisions of the *Personal Information Protection Act* or other applicable legislation.

Where we refuse all or part of your request, we will give you the reasons for the refusal and the section of *Personal Information Protection Act* on which we base our refusal, the name and contact information of someone within VRC who can explain the basis for the refusal, and of your right to apply to the BC Privacy Commissioner for a review pursuant to the provisions of the *Personal Information Protection Act*.

## **How We Protect Personal Information**

VRC makes reasonable efforts to ensure that personal information relating to you is protected against loss and unauthorized access, collection, use, disclosure, copying, modifying, disposal, or similar risks. This protection applies in relation to information stored in both electronic and hard copy form, and will vary depending on the sensitivity of the information.

Access to personal information is restricted to selected employees or representatives on a need-to-know basis. In addition, VRC employs generally accepted information security techniques, such as firewalls and access control procedures in order to protect personal information against unauthorized access, collection, use, disclosure, copying, modifying, disposal, or similar risk.

## **Retention of Personal information**

VRC retains personal information for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws. Personal information that is collected and used to make a decision about you (such as hiring decision) is retained for at least 1 year. Your consent to such purpose(s) remains valid after termination of VRC's relationship with you.

## **Changes to this Privacy Policy**

VRC reserves the right to modify this Privacy Policy at any time without notice. The Privacy Policy distributed at any time, or from-time-to-time posted via its website at [www.vrcfitness.ca](http://www.vrcfitness.ca), shall be deemed the Privacy Policy then in effect.

## **Accountability**

VRC is responsible for the Personal Information under its control, and we have designated a Privacy Officer who is responsible for our compliance with this Privacy Policy and with applicable laws. Other individuals within VRC may be delegated to act on behalf of the Privacy Officer and VRC shall use appropriate means to provide a comparable level of protection while information is being processed by a third party.

You may contact our Privacy Officer as follows:

<b>VRC Fitness/ Cheers Bar &amp; Grill</b>	
<b>Attention:</b>	Privacy Officer

<b>Address:</b>	2814 Gladwin Road Abbotsford, BC V2T 4S8
<b>Phone:</b>	(604) 859 1331
<b>Fax:</b>	(604) 859 1332
<b>Email:</b>	<a href="mailto:gen.mgr@vrcfitness.ca">gen.mgr@vrcfitness.ca</a>

## **Dispute Resolution**

Should you be unhappy about the collection, use, or disclosure of your personal information by VRC, we ask that you discuss the matter further with our privacy officer. Should you not be satisfied with the response, you may make an application or complaint to the BC Privacy Commissioner at:

Office of the Information and Privacy Commissioner  
PO Box 9038 Stn Prov Govt  
Victoria, BC  
V8W 9A4  
Fax: 250-387-1696  
Telephone: 1-800-663-7867 and ask to be transferred to 250-387-5629

The Information and Privacy Commissioner's website is found at [www.oipbc.org](http://www.oipbc.org).