

PRIVACY POLICY

Effective Date: January 13, 2025

BC Doctors of Optometry (BCDO) is committed to protecting your privacy and handling your personal information in compliance with the *Personal Information Protection and Electronic Documents Act* (PIPEDA) and *British Columbia's Personal Information Protection Act* (PIPA). This policy explains how we collect, use, disclose, and protect your personal information.

1. Collection and Use of Personal Information

BCDO collects personal information, such as your name, contact details, and registration data, solely for purposes directly related to your engagement with our events, conferences and services. These purposes include processing registrations, managing event or conference participation, and sending updates or communications. Only the information necessary for these purposes is collected, and your personal information will not be used for any other purpose without your consent.

2. Consent

By voluntarily providing your personal information, you consent to its collection, use, and disclosure as described in this policy. If BCDO requires your information for purposes not outlined here, your informed consent will be requested before proceeding.

3. Retention and Security

BCDO retains personal information only for as long as necessary to fulfill the purposes described in this policy or as required by law. Robust security measures, including encryption and restricted access, are in place to protect your information from unauthorized access, misuse, or alteration.

4. Sharing with Third Parties

Your personal information is not sold, shared, or rented to third parties without your consent, except as required by law or when working with service providers who assist in delivering our services, such as payment processors. These service providers are contractually required to adhere to strict privacy and security standards.

5. Your Rights

You have the right to access your personal information and request corrections if it is inaccurate. You may also withdraw your consent for specific uses of your information, subject to legal or contractual limitations. To exercise these rights, contact us at conference@optometrists.bc.ca.

6. Cookies and Tracking Tools

Our website may use cookies and other tracking technologies to improve functionality and user experience. By using our website, you consent to the use of cookies unless you disable them in your browser settings.

7. Complaints and Inquiries

If you have concerns about how your personal information is handled or believe there has been a breach of privacy, contact BCDO at conference@optometrists.bc.ca or at BC Doctors of Optometry, 121-10551 Shellbridge Way, Richmond, BC V6X 2W8. BCDO is committed to addressing privacy-related concerns in a timely and transparent manner. If you are not satisfied with our response, you may contact the Office of the Information and Privacy Commissioner for British Columbia.

8. Updates to This Policy

BCDO reserves the right to update this Privacy Policy to reflect changes in legal requirements or our practices. Updates will be posted on our website, and the revised policy will take effect immediately upon publication.