

A tradition of respect for customer privacy

Credit unions in Canada have a long history of respecting the privacy of their customers. As co-operative financial institutions, credit unions are committed to developing policies, procedures and service offerings that address privacy concerns.

We continue to protect your privacy and your right to control the collection, use and disclosure of your personal information. We have procedures in place which guide our employees and directors in maintaining confidentiality. What has been our ongoing business practice has now become our documented commitment to you.

Your credit union Board of Directors has adopted the Credit Union Code for the Protection of Personal Information, established related policies and procedures and appointed a Privacy Officer.

What is personal information?

Personal information is information that can be used to identify an individual. This includes an individual's name, address, age, income, race, ethnic origin, colour, marital status, religion, education, medical information, criminal record, employment history, financial records, telephone number, e-mail address, Social Insurance Number and blood type. This information may also include details as to the use of accounts and credit history.

Why do we collect your personal information?

We collect, use and store personal information about members to help us meet and maintain the highest standards of financial service.

We collect this information from you directly and according to the terms of the product and service arrangements you have made with or through us. Information is also obtained with your permission from credit bureaus, other financial institutions and from the references you provide to us.

Your personal information is collected for one or more of the following purposes:

- To understand your needs and eligibility for products and services;
- To open, maintain and administer your accounts and provide financial services that meet your needs;

- To obtain credit reports and evaluate your credit rating and credit worthiness;
- To administer and manage security and risk in relation to your accounts and the financial services provided to you;
- To comply with legal and regulatory requirements;
- To assist in dispute resolution;
- To offer and provide you with other products and services of the credit union and of its affiliates and service suppliers.

The law requires us to ask for your Social Insurance Number (SIN) when you open an interest bearing account. We also ask for your SIN to identify you with credit bureaus and other financial institutions for credit matching purposes. Using the SIN is the best way to ensure the credit information actually refers to you. Provision of your SIN for credit matching purposes is optional, and refusing to provide us with your SIN will not, in and of itself, disqualify you for service.

Who do we share your personal information with?

We share your personal information in two situations: one is with your consent and the other is where we are required to or permitted to do so by law.

When you become a member or open an account with us, you agree to the terms of our Financial Services Agreement and an account agreement. Both agreements require your consent to allow us to share information with our suppliers and affiliates.

We use trusted and reputable suppliers to provide cheque and statement printing, data processing, research and payment clearing services. We provide suppliers with only the information necessary to perform the required services.

Our suppliers are selected carefully and we ensure they implement security standards for information handling that are equal to our own, and that they and their employees protect your information in a manner that is consistent with our Privacy Code.

Your information is sometimes shared with our affiliates to ensure that we can offer you a full range of financial products and services.

These affiliates include: Credential Financial Inc., Concentra Financial, The Co-operators, The CUMIS

Group Limited, CUPS Payment Services, Celero® Solutions, CUETS® Financial and SaskCentral. Any product or service offering that is derived from this sharing of information comes directly from us and not from our affiliates.

Your right to access and verify personal information

You have the right to access your personal information held by your credit union and to verify its accuracy. You may access, verify and update your personal information at any time. For more information on accessing and verifying your personal information contact your credit union.

The 10 Principles of the Credit Union Code for the Protection of Personal Information:

1. **Accountability** We have designated a Privacy Officer who is accountable for our compliance with the principles of the Code.
2. **Identifying Purposes** When we ask you for personal information, we will identify the purposes for which it will be used or disclosed.
3. **Consent** We require your knowledge and express or implied consent for the collection, use or disclosure of personal information.
4. **Limiting Collection** The collection of personal information is limited to the purposes we have identified for you.
5. **Limiting Use, Disclosure, and Retention** We will use or disclose your personal information only with your express or implied consent, or as required by law. We will retain your information for only as long as is necessary to fulfill identified purposes.
6. **Accuracy** We will keep your information accurate, complete and up-to-date as is necessary for the purposes for which it is to be used.
7. **Safeguards** We will protect your personal information with appropriate security safeguards.
8. **Openness** We will make specific, understandable information readily available to you about our personal information policies and practices.
9. **Individual Access** When you request it, we will give you access to your personal information, how we use it and who we disclose it to. You are entitled to question its accuracy, its completeness and its uses.
10. **Challenging Compliance** You are entitled to question the Privacy Officer about our compliance with any of these principles.

Your Consent

Depending upon the sensitivity of the information, you can provide us with your consent in writing, electronically or verbally to use your personal information. We will obtain your consent in writing when you become a credit union member or when you apply for a new credit union service offering.

We collect, use and disclose your information only with your consent, unless we are required to do so to comply with legal or regulatory requirements. We do not sell it to third parties or use it in any way we have not disclosed to you. We obtain your consent before we:

- Obtain credit reports or check references;
- Contact you about other products or services of the credit union by direct mail, email or telephone;
- Share your information with our affiliates so that we can offer their products and services to you;
- Disclose your information to third parties unless we are obliged to do so by law or it is required for us to provide our financial services to you.

We may possess personal information about you that we collected prior to implementing our Privacy Code and for which we do not have your express consent to use. We will continue to use that information for the purposes listed in this brochure, unless you ask us to stop. This is considered implied consent.

Subject to legal and contractual requirements, you may change or withdraw your consent by contacting your credit union.

The withdrawal of consent that follows allows you to limit the use and disclosure of your personal information should you choose to do so. You may limit or withdraw your consent at any time, subject to legal or contractual obligations. For example, your credit union is required by law to provide a record of your interest earning information to the Canada Revenue Agency.

If you do not withdraw your consent, we will assume that we have your consent for the continued use of your personal information for the purposes described within this brochure, including disclosure to affiliated organizations.

Questions? Ask our Privacy Officer

If you wish to raise any matters regarding the use of your personal information, the credit union Privacy Officer is your point of contact.

The Privacy Officer is responsible for monitoring information collection and data security, and ensures credit union employees receive appropriate training on privacy issues and their responsibilities under the Code. The Privacy Officer also handles all privacy inquiries and personal information access requests under the Code.

Ultimate responsibility for our compliance with the Code rests with the credit union Board of Directors.

Withdrawal of Consent

I wish to withdraw consent to use my personal information for the following purposes. Please check all that apply.

- To provide me with information, through communication channels including direct mail, telephone or electronic mail, about credit union products and services that you believe may be of interest to me. I understand I may not receive information regarding benefits, products or services which may be of value to me. I understand that you may continue to provide me with general information on products and services with my account statements and in your newsletters.
- To provide me with information, through communication channels including direct mail, telephone or electronic mail, about the products and services of your affiliates and service suppliers that you believe may be of interest to me. I understand I may not receive information on the products or services of your affiliates or service suppliers which may be of value to me.
- To use my Social Insurance Number for credit matching purposes. This will not affect the provision of any credit union services to me.

I understand I can change my mind regarding these choices at any time.

Name: (please print) _____

Signature: _____

Address: _____

Date: _____

Telephone Number: _____

Credit Union: _____

Account Number(s): _____

Please return this form to your nearest branch or mail to the address listed below.

For information, questions or concerns on credit union privacy issues, write to:

What you need to know about

Protecting Your Privacy

