

# **The Victoria Horticultural Society**

## **Privacy Policy**

Privacy: The VHS is committed to protecting your privacy and security.

The Victoria Horticultural Society (“The VHS”) has a designated Privacy Officer for all concerns in accordance with our Privacy Policy. The Privacy Officer for The VHS is the President, who may be contacted at [president@vichortsociety.org](mailto:president@vichortsociety.org).

### **Policy 1 – Information Collection And Use**

We collect several different types of information for various purposes to provide and improve our Service to you.

#### **A. Personal Data**

The collection and use of personal data is governed by British Columbia’s Personal Information Protection Act (PIPA) and by The VHS Personal Information Protection Policy.

#### **B. Use of the VHS Website**

Our website is hosted on servers shared with an Internet Service Provider (ISP). Any personal information collected on our behalf is managed in accordance with this statement.

The VHS may also collect information on how the Service is accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Contact Page: By providing your email address on the feedback form, you consent to The VHS using the email address to respond.

### C. Tracking Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags and scripts to collect and track information and to improve and analyze our Service. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

### **Policy 2 – Retention of Data**

The VHS will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The VHS will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or when we are legally obligated to retain this data for longer time periods.

### **Policy 3 – Security of Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

#### **Policy 4 – Use of Service Providers**

The VHS may employ third-party companies and individuals to facilitate our Service (“Service Providers”), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose, except as may be required under law.

##### **A. Analytics**

We may use third-party Service Providers to monitor and analyze the use of our Service, such as Google Analytics, which is a web analytics service that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript from sharing information with Google Analytics about visitors' activity. For more information on the privacy practices of Google, please visit the [Google Privacy Terms](#) web page.

##### **B. Payments**

We use third-party services for payment processing (i.e., payment processors). Any payment details you provide are provided directly to our third-party payment processors, whose use of your personal information is governed by their Privacy Policy and prevailing law.