

## Privacy Policy

Opportunities New Brunswick (“**ONB**”) has developed this policy to clearly set out its practices in relation to personal information. ONB wants to ensure you are aware of ONB’s commitment to the ten accepted principles of privacy; namely:

1. Accountability
2. Identifying purposes
3. Consent
4. Limiting collection
5. Limiting use, disclosure and retention
6. Accuracy
7. Safeguards
8. Openness
9. Individual access
10. Challenging compliance

## Policy

This Privacy Policy governs your use of ONB’s services generally including its website and/or ONB online (the “**Services**”). By using or accessing the Services you agree to the terms of this Privacy Policy and expressly consent to ONB collecting, using and disclosing the information specified herein for the uses set out herein.

**YOU MAY WITHDRAW YOUR CONSENT AT ANY TIME BY CONTACTING ONB THROUGH ITS WEBSITE OR AT THE ADDRESS BELOW.**

## Accountability

The principles of privacy are from the *Personal Information Protection and Electronic Documents Act*, Canada (“**PIPEDA**”). The Office of the Privacy Commissioner of Canada (the “**OPCC**”) is responsible for administering PIPEDA and ensuring compliance. The OPCC can be contacted at <https://www.priv.gc.ca>.

ONB is a public agency established by the Government of New Brunswick. As such, ONB is subject to the *Right to Information and Protection of Privacy Act* (New Brunswick) (“**RTIPPA**”). The Office of the Integrity Commissioner for New Brunswick (the “**OICNB**”) is responsible for administering PIPEDA and ensuring compliance. The OICNB can be contacted at <https://oic-bci.ca/>.

If you have any questions about ONB’s Privacy Policy, please contact us through our website or write to us at: <https://onbcanada.ca/privacy-policy/>

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## Purposes, Consent, Collection, Use, Disclosure and Retention

We are responsible for ensuring that we comply with the principles of privacy, PIPEDA and RTIPPA. ONB achieves this by only collecting information you are told is being collected and are willing to provide. Most importantly, ONB only collects information which is necessary for it to provide the Services you want.

Generally, ONB will only require limited information from any individual but in some cases will need more personal information when you log onto our system or that of ONB Online (such as your email address, name and an account password). All personal information is only collected in order to provide the Service you seek and is only kept as long as it takes to provide you with the Service, to prepare analytics and for us to comply with our obligations as set out below.

ONB may also collect certain information automatically and ONB may make use of and engages the services of third-party analytics providers (the “**Analytics Providers**”).

Analytics Providers provide us with tracking information by helping us collect, aggregate and prepare certain information about how you use our Services as well as how our Services are performing. The information that ONB and/or its Analytics Providers may collect, store and use includes your name, email, address, your activity in using our Services, including without limitation the content you share through our Services, your account identifier, your account language code, as well operating system, operating system version and similar items.

ONB will also collect log information which is sent by your browser and gathered by our or our Analytics Provider’s servers automatically. This is typically your IP address, date and time of your request to visit our site and other information sent by your browser. Some of the information which is sent by your browser may be able to be adjusted by you when you configure your browser. If you have any concerns with this type of information you should first review your browser settings and any further concerns you may have can be addressed by ONB if it relates to what information, it collects.

Information related to any links you may click on from ONB’s site or any applications of third parties that you may download from ONB’s site will be collected and kept along with the log information. In certain cases, this information along with a customer profile (which you set up with ONB in order for it to provide Services) will be combined in order to provide better service to you and/or provide you with personalized offers or promotions.

We will share some of the information we collect from you with vendors and other service providers who work with us to support the internal operations of our Services. These organizations will use this information to track, improve and otherwise deliver the applicable Services.

If you send ONB an email or other form of communication, we will only collect, retain and use that information in order to address the subject of your communication. The length of retention of this information is tied to the issue at hand and will be destroyed as soon as the subject you wanted addressed has been dealt with.

This policy describes the purpose of the collection of information which are:

- the display and/or delivery of customized content and advertising;
- researching, analyzing and auditing our services, site and the information in order to continue to provide our Services and provide an personalized experience for the user;
- ensuring ONB's property/rights and that of our users are protected; and
- developing new Services or enhancing current Services.

### **Other Parties and Disclosure**

ONB does not disclose your information to any third party other than as set out in this policy or as required by PIPEDA or RTIPPA. If ONB was to make other disclosure in the future for any particular instance other than as set out above, it would first get your consent. ONB and its employees and agents will only access and use any information as is required to provide the Services you want and for the purposes set out above. All ONB employees and agents are aware of this policy and are required to always act in accordance with this policy. ONB may also be forced to access, use, preserve or disclose information when it, in good faith, finds that it is necessary to (i) satisfy any law, legal process or lawful governmental request, (ii) enforce an agreement with a user or investigate an issue related to a Service provided to a particular user (iii) address, in any way, fraud, security or technical issues, or (iv) prevent harm to the rights/safety of ONB, its users or the public as required or permitted by law.

ONB may receive information from third parties which provide ONB's Services via their site. This information will be limited to the type of information set out above and will be dealt with in accordance with this policy. For example, when you use or connect to ONB's site or access ONB online by or through a third-party platform you allow us to access and/or collect certain information from your third-party platform profile and/or account. You also allow us to access information contained in cookies placed on your device by the third-party platform as permitted by the terms of your agreement and privacy settings with such third-party platform.

ONB is prudent in picking its partners and in allowing their sites to be linked with ONB. Notwithstanding this, any information you share with these third parties is governed by their privacy policy and you should review that policy before you provide them with any information.

### **Accuracy, Openness, Individual Access and Safeguards**

ONB's information comes from its users and as a result should be accurate when submitted. ONB does not change or otherwise amend or alter this information so it should remain accurate.

If you have any concerns about the accuracy of your information, you can contact ONB as set out above and provide us with updated information, ask that we delete your information or ask to see all of your information to ensure that it is accurate. ONB will promptly deal with all such requests. If you are making such a request, please ensure you identify yourself and the information you are inquiring about as otherwise we will not be able to process it. In

limited circumstances ONB may not be able to satisfy a request because, among other reasons, it would be extremely impractical as a result of the nature of the request or the request may relate in part to information of others or the information may be required for ONB to comply with this policy. These types of requests are rare and ONB will always use its best efforts to process all requests. If ONB is not able to process a request it will tell you why in writing.

ONB's servers and communication are secure, encrypted and continuously monitored by software to ensure your information is safe.

Personal information provided to ONB is processed on ONB's servers and on the servers of its partners and consultants to provide our own services and is managed in accordance with this policy.

ONB may transfer all of the information collected if it becomes involved in a merger, acquisition, or any form of sale of some or all of its assets. Before this happens, it will ensure the confidentiality of all information addressed in this policy before such a transaction takes place.

### **Challenging Compliance**

Again, please contact us if you have any concerns with this privacy policy, or ONB's compliance with it or the principles of privacy. You can also contact OPCC or the OICNB if we are not able to address your concerns.

If there are any changes to this policy, we will notify you if possible or post updates to the policy on the ONB site. We will not alter this policy to reduce your rights under this policy without your consent.