

# Privacy Notice

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Last Updated: November 2, 2021

The Memorial Society of BC (“MSBC”) is committed to protecting your personal information. This Notice describes the privacy practices related to MSBC operations and our website [memorialsocietybc.org](http://memorialsocietybc.org) (together, the “Services”).

MSBC helps its members to plan funerals that are simple, dignified and affordable. The Services provide information, resources and support for end of life arrangements. During the course of various MSBC activities, we collect, use and disclose personal information in compliance with the Personal Information Protection Act of British Columbia (PIPA).

## Accountability

MSBC’s Privacy Officer is responsible for the creation, oversight and implementation of our privacy management program and procedures to protect personal information, for receiving your privacy-related questions, and for providing you with information about our privacy practices. You can contact our Privacy Officer at:

949 West 49<sup>th</sup> Avenue  
Vancouver, BC Canada, V5Z 2T1  
Email: [info@memorialsocietybc.org](mailto:info@memorialsocietybc.org)

## Personal Information

Personal information is any information that can be used to identify an individual. With your consent, we collect personal information from you when you become a member, sign up to our newsletter, visit our website, or otherwise use our Services. This information may include your name, email address, mailing address, date of birth, demographic information, family contacts, and financial information.

We explain the reason for collecting your personal information and how it will be used at the time of collection. We collect only the personal information necessary for the stated purpose.

## Use of Personal Information

You own the personal information you submit to MSBC and can review, edit, or remove it at any time. We use your personal information to:

- Create your member account and profile;
- Provide you online access to your membership;
- Record your end of life arrangements and vital statistics;
- Provide you support and information, at your request;
- Process your membership fee and financial contributions;

- Add you to our mailing list, with your consent;
- Update you with changes to the Services; and
- Comply with any laws, regulation, court orders, subpoenas, or other investigation and to protect other individuals and MSBC from harm.

We generate anonymous data from your use of the Services, such that no individual can be uniquely identified or linked to the information. We use this anonymous data to understand our members and improve our Services.

## Disclosure of Personal Information

“Disclose” means to release, transfer, provide access to, or otherwise divulge (share) your personal information.

Upon your death, MSBC will disclose your personal information to your funeral provider to confirm your membership for member preferred pricing, communicate your wishes, and provide your vital statistics information for your death certificate.

Under certain circumstances, MSBC will disclose your personal information:

- When we are required or authorized by law to do so, for example if a court issues a subpoena;
- When providing the Services requires us to give your information to a third party your consent will be implied, unless you tell us otherwise; or
- Where it is necessary to establish or collect amounts owed to us.

MSBC does not rent, sell or otherwise disclose your personal information to third parties without your consent.

## Access and Retention

We will give you access to your information upon your request. If you believe your personal information is inaccurate or incomplete, we will assist you with corrections.

As a member, we hope that you are with us for a very long time! We will keep your personal information until your death in order to provide our Services, or until you ask us to delete it from our system.

You are free to withdraw consent for use of your personal information at any time and without penalty by contacting us at [info@memorialsocietybc.org](mailto:info@memorialsocietybc.org).

At any time, you can opt-out of most email communication from MSBC by clicking on the unsubscribe link at the bottom of our emails.

As long as you are using our Services, we may still contact you for administrative purposes, for example to notify you of a change to the service, a change to this Privacy Notice, or a service interruption.

## Location of Personal Information

While MSBC is located in British Columbia, we use third parties in Canada and the United States to deliver the Services. We use contracts to ensure that third parties acting on our behalf maintain reasonable and appropriate safeguards to protect your personal information.

## Security Safeguards

MSBC uses administrative, technical and physical safeguards to protect your personal information against loss, theft, and unauthorized access, use, disclosure, copying, modification, disposal, or destruction in accordance with applicable legal requirements and industry best practices.

Even so, it is important to remember that no system can be guaranteed 100% secure. Information that is submitted over the Internet, including through a website or email, may be subject to interception or incorrect routing.

## Cookies

MSBC uses “cookies”, which are small files placed on your computer when you visit our website. Cookies allow us to track the use of the website and users’ preferences in order to improve our Services and understand more about our visitors. The cookies don’t collect personal information and are temporary in nature, so the information disappears as soon as you close your browser window.

Accepting cookies in your web browser is not required; however, some functionality may be disabled if you decline.

## Links

It’s important to guard your privacy when you are online. Our Services include links to the websites of other organizations for your convenience and information. If you link to any of these other websites, you are subject to the privacy policies of those websites, which are beyond the control of MSBC. You should review their privacy policies to learn more about how they collect, use, disclose and protect your personal information.

## Updating our Privacy Notice

MSBC may update this Privacy Notice from time to time. We will post any changes to this page and, if the changes are significant, we will provide a more prominent notice (including email notification if appropriate).

Your continued use of MSBC following the posting of changes to this Privacy Notice will signify your acceptance of those changes. We will keep prior versions of this Privacy Notice in an archive for your review.

We encourage you to periodically review this page for the latest information on our privacy practices and to contact us if you have any questions or concerns.

## Contact Us

You can contact our Privacy Officer with your privacy-related questions or to make a complaint about our privacy practices:

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