

MEC'S WEBSITE PRIVACY POLICY (PRE-APRIL 2016)

This statement discloses the privacy practices and policies for Mountain Equipment Co-operative's (MEC's) website. If you have any questions about these practices and policies, please email us at privacy@mec.ca.

MEC respects your personal privacy. We believe ensuring the security of your personal information is an important part of our job. If we ask you to provide any personal information, we will tell you the purposes for which we intend to use that information. Your personal information is not lent or sold to anyone for any purpose.

INFORMATION COLLECTION, USE, AND DISCLOSURE

Information gathered on mec.ca falls under the following categories:

- Aggregate Site Use Information
- Online Order Information and Security
- MEC Membership Information
- Subscriptions, Online Gear Swap, and Events List Information

AGGREGATE SITE USE INFORMATION

We record information about the pages viewed by all of our website visitors. This data includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, connection speed, read time, display time, and number of clicks.

We use this data, in aggregate form, to compile statistics and reports for Mountain Equipment Co-operative's use, and improve the online experience for all visitors.

We may, on occasion, provide portions of this aggregate information to vendors, consultants, potential advertisers, or news agencies. Typical uses of the data in this fashion would be to gauge the amount of interest in our site and/or to plan for site infrastructure improvements.

COOKIE USE

A cookie is a small text file stored on a user's hard drive. Depending on how you have configured your browser, when you visit our site we use cookies. Cookies are required to shop on our site. We use cookies to assist with anonymous site traffic analysis, which includes tracking the time/date of visits, pages viewed, and referring URLs.

There are simple ways to either refuse all cookies, or accept them each time they are offered. Consult your browser's help files for assistance on changing cookie settings or removing cookie files.

ONLINE ORDER INFORMATION AND SECURITY

If you place an order online, we only request the information needed to complete the processing of your orders and billing. We also share our users' personal information with outside shipping companies and credit card processing companies in order to bill and ship your order, but we do not provide any more information than necessary for these purposes. We may also use the information to contact you regarding your order.

OUR SITE SECURITY

We use appropriate security safeguards to protect your personal information against loss, theft, and unauthorized access. Any personal information you provide to Mountain Equipment Co-operative is exchanged on a secure server. We use one of today's most advanced security systems, the Secure Sockets Layer (SSL) protocol, to encrypt, or encode, information you send to us in the order process. The encryption process protects information, such as your credit card number, and billing and shipping information by scrambling it before it is sent from your computer. Only once we receive your information is it decoded, and we make all reasonable efforts to ensure its security on our own systems.

WARNING:

e-mail is not a secure means to send personal information, as it is not encrypted. We strongly encourage you to use our secure ordering process when ordering online. For general correspondence we also have our secure Contact Us page at info@mec.ca.

MEC MEMBERSHIP INFORMATION

As a co-operative, MEC requires your assistance in providing us with your personal information to fulfil our regulatory obligations. If you become a member, you must provide certain information which is added to our internal membership database, which co-operatives must maintain by law. The information maintained in the database includes:

- member number;
- the name, address, and telephone number of the member;
- the number of patronage bonus shares held by the member;
- the date on which the name of the member was entered in the register as a member with the co-operative;
- the date on which any person ceased to be a member of the co-operative.

The information contained in the database can only be used for corporate purposes pertaining to Mountain Equipment Co-operative, such as Board election information and other correspondence. MEC does not sell, rent, or loan our membership lists to anyone.

UPDATING MEMBERSHIP DATA

Membership information previously provided to MEC can be up updated online at www.mec.ca/update, or by calling Membership Services at 1.800.474.7704 (Canada and U.S.) or 604.876.6221 (Local and International).

OPTING OUT

If you wish to have any of your personal information removed from our databases, or if you no longer want us to send any further communications to you, please send an e-mail to Membership Services at info@mec.ca.

Please note, however, that as a co-operative we are required by law to maintain certain information about our members, as noted above in Information, Collection, Use & Disclosure, which we are required by law to maintain even after a member has terminated his or her membership.

SUBSCRIPTIONS, ONLINE GEAR SWAP, AND EVENTS LIST INFORMATION

Visitors to our site may choose to opt in to receive our email newsletters. They may also choose to use our free online Online Gear Swap and Events Listings.

NEWSLETTER SUBSCRIPTION

Newsletters are sent only to users who choose to provide us with their email address. Our newsletter subscriber database is never sold, rented or loaned to any other parties. Subscribers wishing to update their contact information, or opt out of receiving newsletters, can use our online subscriber services at www.mec.ca/newsletter.

We collect aggregate information regarding open rates, page views, and generated sales from our HTML email newsletters. Aggregate information does not personally identify individuals. Subscribers concerned about collection of aggregate information may unsubscribe at www.mec.ca/unsubscribe.

ONLINE GEAR SWAP AND EVENTS LISTINGS

Visitors choosing to use our free online Online Gear Swap or events listings are bound by the user-provided content guidelines set out in our Terms of Use. Online Gear Swap posting data is stored for a maximum 15 days. Events Listings data is stored from the time the posting is made until the user-defined expiration date.

FRAUD PREVENTION

Mountain Equipment Co-operative reserves the right to co-operate with local, national, or international law enforcement or other authorities in the investigation of improper or unlawful activities and this may require the disclosure of personal information. If such an investigation requires disclosure of personal information kept in our records, we may be required by law to cooperate. We also reserve the right to report improper or unlawful user activities on our site, which may require the disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

LINKS

This web site contains links to other sites and advertisements. This privacy statement only applies to information collected by our web site. We are not responsible for the privacy practices and policies of these third parties.

ACCURACY OF INFORMATION

We strive to ensure that any personal information we retain and use is as accurate, complete and up-to-date as necessary for the purposes for which we will use it. We do not routinely update personal information unless necessary for these purposes. Nonetheless, if our records regarding your personal information are inaccurate or incomplete, we will amend that information at your request.

ACCESS TO INFORMATION

At your request, we will provide to you a statement explaining the extent to which we hold personal information about you, and we will explain how that information has been used or disclosed by us.

This page will be updated if information about the collection and use of your personal data changes.

CHANGES TO THIS PRIVACY POLICY

MEC may update this privacy policy in the future. We will notify you about material changes to this privacy policy by placing a prominent notice on our website. As well, a history of those changes will be noted here, beginning with changes published after January 1, 2005.

Any changes in our use of personal information contrary to Members' initial consent will be posted, in advance, on our website with instructions regarding consent to any changes. Notices may also be posted in our stores and sent by email. All changes will remain in compliance with federal and provincial privacy legislation.

ANTI-SPAM POLICY

MEC has a no tolerance spam policy to protect our members and other individuals who receive our messages. We only send commercial electronic messages (CEMs) from our servers in compliance with this Anti-spam Policy.

WHEN DOES MEC SEND CEMS?

MEC only sends CEMs in the following contexts:

- You have explicitly informed us that you would like to receive such messages,
- MEC is engaged in a commercial activity with you, and the CEM consists solely of an inquiry or application related to that activity,
- MEC is providing a quote or estimate for the supply of a product or service if you requested the quote or estimate,
- The CEM facilitates, completes or confirms a commercial transaction that you previously agreed to enter into with MEC,
- The CEM provides warranty information, product recall information or safety or security information about a product or service that you use, have used or have purchased,
- The CEM provides notification of factual information about: (i) your ongoing use or ongoing purchase of a product or service offered under a subscription, membership, account, loan or similar relationship with MEC, or (ii) your ongoing subscription, membership, account, loan or similar relationship with MEC,
- The CEM delivers a product or service, including product updates or upgrades, that you are entitled to receive under the terms of a transaction that you previously entered into with MEC.
- You have provided your email address to MEC, or have published your email address, without placing any restrictions on its use,
- You have an existing business relationship with MEC.
- MEC is otherwise permitted by law to do so, and believes the CEM is necessary or may be useful to you.

OPT-IN AND UNSUBSCRIBE

Opt-in email is an online marketing term for promotional email that recipients have previously requested by signing up via mec.ca, share applications or other paper forms, or through the MEC app. Ideally, web users are invited to sign up for promotional information about one or more product/service categories. Those who signed up have thus 'opted in'.

If at any instance you want to cease receiving CEMs from MEC, you may click the unsubscribe link at the bottom of any CEM. When you unsubscribe using the links provided in our CEMs, your request will be processed as soon as possible, and no later than 10 business days after you send the request.



RECEIPT OF UNWANTED CEMS FROM MEC

In the unlikely event that you receive any unwanted messages from MEC or sent using MEC servers, please contact us at 1.888.847.0770.