

Protecting Your Privacy

► Fact Sheet



Mountain Equipment Co-op is committed to protecting members' personal information and keeping members informed of our privacy policies. Our Privacy Code explains how we collect personal information from members, what the business purposes are for collecting and using the information, how we protect your personal information, and what your rights are regarding the personal information on file in your membership account.

MEC's Privacy Officer is available to answer any questions or concerns you may have regarding our privacy policy and/or your personal information on file with MEC. A copy of MEC's Privacy Code is available from any MEC store, or through the MEC Privacy Officer. Contact information is on the reverse side of this fact sheet.

As an MEC member, you have entrusted certain personal information to MEC. We promise to use it only for agreed-upon business purposes related to your membership, and to treat that information with care.

Holding your personal information in confidence: we do not sell, rent, or lend our membership list to anyone.

Respecting your privacy choices: if you so choose, we agree to limit the amount of information sent to you by MEC regarding our products and services.

CONSENT If you have any questions or concerns please contact the MEC Privacy Officer. Otherwise, we will understand that we have your consent to continue to collect, use, and disclose your personal information for the purposes identified in the following Privacy Statement.

Mountain Equipment Co-op Members' Privacy Statement

Mountain Equipment Co-op may collect, use, and disclose members' personal information for the following purposes:

- ▶ To provide members with retail services
- ▶ To process member applications and provide any services related to membership and share ownership in MEC
- ▶ To understand members' MEC-related product, service, and membership needs
- ▶ To develop, manage, and deliver products and services to members
- ▶ To ensure members receive a high standard of service
- ▶ To meet any regulatory requirements
- ▶ To verify identity of members

MEC may only share members' personal information with MEC employees and business partners as needed for the provision of products and services as described in this statement. MEC may contact members to introduce MEC products and services that may be of interest to them. At any time, members can choose to opt-out of receiving product and service information from MEC. To opt-out, members can contact MEC at our in-store Member Service Desk, through email at privacy@mec.ca or via phone to Membership Services at 1.800.474.7704.



FREQUENTLY ASKED QUESTIONS ABOUT PRIVACY AT MOUNTAIN EQUIPMENT CO-OP

Q How does MEC protect personal information?

A Safeguarding personal information is very important to us. We have procedures in place to prevent unauthorized access, use, or manipulation of personal information. For example, all employees are trained in the handling of confidential information and our computer systems have electronic security measures such as passwords and encryption. We also have ensured that our business partners maintain confidentiality when they provide our members with a product or service.

Q Does MEC share personal information with other organizations?

A Under no circumstances do we ever sell your information to other parties. In addition, we do not share your personal information with any of our community partners.

In specific instances we may need to share some of your personal information in the normal course of doing business. For example, we share your personal information with financial institutions to process non-cash purchases. We may share information with legal or regulatory authorities when required by law. Also, we share personal information with our business partners, such as warranty and repair contractors or shipping companies, so they can provide you with products and services you've requested. In all of these cases we take care to ensure the safeguarding of your personal information.

Q How long does MEC keep my information on file?

A We will retain your personal information only as long as it is needed to provide you with service and to meet legal requirements, after which the information is destroyed or made anonymous. For example, information related to your orders is purged on a regular basis. However, your membership information must remain on file with us as long as you are a member of MEC.

Q Do I have any choices in how you use my personal information?

A Yes. While we do not provide your personal information to other companies, we may contact you via mail, email, or telephone regarding products and services offered by Mountain Equipment Co-op that may be of interest to you. While we want to keep you informed about MEC, you can choose to opt-out of receiving product and service communications* (such as seasonal catalogues) from us. To choose this option, please ask for our opt-out form at any MEC location, through email at privacy@mec.ca, or call Membership Services at 1.800.474.7704.

* You may also opt-out of receiving Board of Directors election information, but you will continue to receive information related to your share ownership in MEC.

Q What will happen if I opt-out?

A If you choose this option, you will no longer receive information such as e-bulletins, special promotional offers, seasonal catalogues, product and service information, newsletters, or information on MEC's community involvement. We will only send you what we are required to send you, such as share redemption notices.

Your opt-out request may take up to six weeks to take effect. This choice will not affect your eligibility for products or services.

Q What are members' responsibilities regarding their own privacy?

A Members are responsible for keeping their personal contact information (including address and phone number) up to date with MEC. They are also responsible for keeping their member number secure and preventing misuse of their membership account.

Remember that email sent over the Internet is usually not transmitted in an encrypted format. We suggest you do not send confidential information (especially credit card information) to us or anyone else by unencrypted email.

Q Can I see my personal information?

A Yes. As indicated in our Privacy Code, we will show you the personal information we hold. In certain situations, though, it may be inappropriate to provide you with information that contains references to other persons or cannot be disclosed for legal, security, or commercial propriety reasons. If you would like to update or access your information, please visit the MEC location nearest you, or call Membership Services at 1.800.474.7704.

STILL HAVE QUESTIONS?

To receive more information on the MEC Privacy Code, please ask for a copy of the code at any MEC location, or send us an email at privacy@mec.ca.

If you have further questions or concerns, please contact MEC's Privacy Officer:

Privacy Officer, MEC Head Office
149 West 4th Avenue, Vancouver, BC V5Y 4A6
tel: 604.707.3300 email: privacy@mec.ca