

# PRIVACY POLICY

## **INTRODUCTION**

1207211 Alberta Ltd. is the corporate name for three businesses owned and operated on Highway 11 in Rocky Mountain House, Alberta, where the action of every individual promotes service excellence for our guests, an environment of teamwork for co-workers, and a reasonable financial return for our stakeholders.

In accordance with the Vision, Values, and Principles of 1207211 Alberta Ltd., we are committed to protecting your privacy by protecting personal information you provide to us with utmost care. 1207211 Alberta Ltd. Privacy Policy complies with provincial governing privacy legislation.

1207211 Alberta Ltd. Privacy Policy applies to its operating companies:

- Walking Eagle Inn
- Walking Eagle Liquor Store
- Eagle Lodge

1207211 Alberta Ltd. and its operating companies are referred to as WE throughout this Privacy Policy.

## **PERSONAL INFORMATION**

Personal information is information about an identifiable individual. Personal information can include your name, address, telephone number (home, business, wireless), email address, date of birth, place of employment, and the nature, frequency and type of WE services used by you. The amount and nature of the personal information WE may require will depend on the nature of the products or services you request. For certain transactions, such as cash payments for guest room rentals, additional appropriate personal information may be collected to provide you with the particular service or product you have requested. The choice to provide personal information is always yours, but may affect the availability and quality of the products and services provided by WE.

## **WHY WE COLLECTS PERSONAL INFORMATION**

WE is committed to providing an extensive and superior range of products and services to guests, employees, and stakeholders. WE collects your personal information so that WE may provide you with the products and services you have requested. Your personal information is used to understand your needs and preferences, determine whether WE products and services meet your needs, and develop and improve products and services WE presently offers and informs you about WE products and services that WE believes may be of interest to you.

## **HOW YOUR PERSONAL INFORMATION IS USED**

WE uses your personal information to communicate with you, to deliver the products and services you have requested, to provide you with responsible and reliable value-added advice, to offer additional products and services WE believes may be of benefit and interest to you and to advise you of other benefits of doing business with WE.

## **YOUR PERSONAL INFORMATION IS USED FOR PROPER PURPOSES ONLY**

WE will safeguard your personal information and use it only for the purposes that it was collected or as permitted under applicable laws. WE will not sell, rent or give away your personal information.

## **WE EMPLOYEES**

WE employees are informed of the importance of protecting your privacy. Employees are expected to maintain the confidentiality of WE information at all times.

## **WE'S COMMITMENT**

WE will protect your privacy, and in particular your personal information, in accordance with the following ten Principals of Privacy.

1. **ACCOUNTABILITY** – WE is responsible for personal information under its control. WE will designate one or more persons who are accountable for compliance with the ten Principles of Privacy.
2. **IDENTIFYING PURPOSES** – WE will identify the purposes for which personal information is collected at or before the time the information is collected.
3. **CONSENT** – Consent is required for WE's collection, use or disclosure of personal information, except where required or permitted by law.
4. **LIMITING COLLECTION** – Personal information collected will be limited to that which is necessary for the purposes identified by WE.
5. **LIMITING USE, DISCLOSURE AND RETENTION** – WE will not use or disclose personal information for purposes other than those for which the information was collected, except with your consent or as required by law. WE will retain personal information only for as long as is necessary to fulfill the purposes for collecting such information.
6. **ACCURACY** – Personal information will be maintained by WE in an accurate, complete and up-to-date form as necessary to fulfill the purposes for which the information is to be used.
7. **SAFEGUARDS** – WE will protect personal information with security safeguards appropriate to the sensitivity of the information.
8. **OPENNESS** – WE will make readily available its policies and practices relating to the management of personal information.
9. **ACCESS** – Upon request WE will inform you of the existence, use and disclosure of your personal information and you will be given access to your personal information, subject to any legal restrictions. You may verify the accuracy and completeness of your personal information, and may request that the information be corrected or updated, if appropriate.
10. **CHALLENGE COMPLIANCE** – You may direct any questions or inquiries concerning WE's compliance with WE's Privacy Policy to WE's Chief Privacy Officer.

#### **INFORMATION COLLECTED TO DATE**

WE is operating on the understanding that WE has your consent to collect, use and disclose your personal information collected to date, if required under law. You may refuse or withdraw your consent at any time, subject to legal or contractual restrictions and providing WE reasonable notice of the withdrawal of your consent. If you choose to withdraw consent or not provide certain personal information, your decision may limit the products and services WE can offer.

#### **FEES**

WE may charge, in accordance with applicable laws, a reasonable fee for access to personal information and for making copies of personal information requested.

#### **INTERNET RELATED POLICIES**

WE provides a number of benefits and services through WE's website ([www.walkingeagle.net](http://www.walkingeagle.net)). When you visit WE's website without registering or otherwise interacting with the website, your personal information and e-mail address are not recorded. To access WE exclusive services, WE requires you to identify yourself as one entitled to access such services. WE does use 'cookies' to identify you as a return visitor. WE does not sell or redistribute personal information. When you leave WE's website by linking to another website, you are subject to the privacy and security policies of the new website. WE encourages you to read the privacy policies of all websites you visit, especially if you shared any personal information.

#### **QUESTIONS AND ACCESS**

If you need to update or correct your address, phone number, or any other personal information, please contact WE at 403-845-2804.

If you have any questions or concerns about WE's Privacy Policy please contact:

Chief Privacy Officer  
1207211 Alberta Ltd.  
PO Box 1317  
Rocky Mountain House, Alberta  
Canada T4T 1A9

Or by fax at 403-845-3685

Or by e-mail at [privacy@walkingeagle.net](mailto:privacy@walkingeagle.net)