

Greater Toronto Hotel Association Privacy Policy

We are committed to protecting the privacy and confidentiality of the personal information you entrust to our care. We assure you that your personal information is handled according to the following Privacy Policy for the collection, use and disclosure of your personal information.

To provide you with the optimum service and access to our many cost-saving membership benefits it is necessary for us to collect and use personal information you supply to us. Such information is essential to conducting business with you.

1. Why we collect, use and retain your personal information

Your personal information will be collected and stored in our database. You may receive our GTHA weekly Register as a result; there is the option to unsubscribe to these emails.

2. We will only obtain the information we need

We will only collect information that is pertinent and necessary to the effective conduct of our associations business.

3. How we collect your personal information

Whenever practical, your information will be collected directly from you.

4. Your consent is needed

Your express consent may be provided in writing, verbally or electronically. We will endeavor to ensure you understand why we need the information and how it will be used.

5. We will limit the use and disclosure of your personal information

We will limit the use and disclosure of your personal information within our organization and with our partners, associate members and additional third parties. The use and disclosure of your personal information shall be done only to the extent necessary to perform our duties, to provide you with quality service and information designed to meet your on-going needs.

6. We will limit the length of time we retain your personal information

The length of time we retain your personal information may vary depending on the duration of your membership with the association. We will only keep your personal information on our records so long as it is needed for its identified purposes, or as required by law.

7. We are committed to accuracy

We will keep your personal information as accurate, complete and up to date as necessary. You have a right to challenge the accuracy and completeness of the information we hold about you, and if it is inaccurate or incomplete, we will make the

necessary correction or amendment. If there is a disagreement or a discrepancy with regard to an issue of accuracy, this will be noted on your file.

8. We will protect your personal information

We have developed and continue to enhance security measures and procedures designed to protect your personal information from unwarranted intrusion, theft, accidental release, loss or unauthorized disclosure, use, copying or modification, when we destroy your personal information, we will use appropriate safeguards.

9. Your right to access

With satisfactory verification of your identity, we will provide you with the information you request. There are certain legal expectations to your right of access. Should your request fall into such a category, we will inform you of the reason for not providing access and any resources you may have.

You may withdraw your consent, but doing so may prevent us from being able to provide you with the requested product or services. If you have any questions or concerns about the use or security of your personal information, please contact the GTHA Privacy Officer.