



Manitoba Brain Injury Association ("MBIA," "we," or "us") respects your privacy and is committed to protecting it. This Privacy Policy describes the personal information we collect, how we use it, with whom we share it, and your choices regarding your personal information. This policy applies to [Manitoba Brain Injury Association - Offering Help | Hope | Education \(mbia.ca\)](https://mbia.ca), including its content, functionality, and services (the "Website").

DEFINITIONS

For the purposes of this Privacy Policy:

MBIA: Manitoba Brain Injury Association.

User: An individual using services provided by MBIA, including those who access or visit the Website.

Personal Information: Information about an identifiable individual, excluding aggregated information.

Registered User: A user who has created and registered an account with MBIA.

Subscribing Organization: A company or entity subscribed to MBIA's services.

CHILDREN UNDER THE AGE OF 13

Our website is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you are under 13, do not use this Website or provide any personal information.

INFORMATION WE COLLECT ABOUT YOU

Information You Provide: We collect information you provide when filling out forms, contacting us, responding to surveys, and making purchases on the Website.

Automatic Data Collection: We use technologies like Google Analytics to collect information about your equipment, browsing actions, and patterns. This includes your location, traffic pattern, IP address, operating system, and browser type.

USE OF COOKIES AND PIXELS

Our website uses cookies and pixels to collect data on visits, including page views, time spent, and IP addresses. You can disable these cookies in your browser settings.

THIRD PARTY USE OF COOKIES

Third-party content or applications on the Website may use cookies. We do not control these cookies. Contact the responsible provider for information.



EMAIL INFORMATION

Emails sent to us may be retained, including your email address and our responses. We do not sell or lease email addresses.

HOW AND WHY, WE COLLECT INFORMATION

We collect information to provide services, improve performance, and send offers. We may use your information to present advertisements tailored to your interests.

DISCLOSURE OF YOUR INFORMATION

We do not sell, rent, or lease your information. We may disclose it to subsidiaries, affiliates, or service providers for the purpose of providing services. We may also disclose it as required by law or to protect our legal rights.

HOW DO WE PROTECT YOUR INFORMATION

We employ security measures to protect your information but cannot guarantee its security. You share information at your own risk.

RETENTION OF PERSONAL INFORMATION

We retain personal information as necessary for the purposes stated in this Privacy Policy and to comply with legal obligations. Aggregated, non-identifiable personal information may be retained indefinitely for research purposes.

ANALYTICS

We use Google Analytics and other analytics programs to process non-personal information for statistical purposes. We do not attempt to link this data with individuals.

DISABLE GOOGLE ANALYTICS

You can prevent the collection and processing of cookie created data relating to your utilization of the Sites (including your IP) via Google by downloading and installing the browser-plugin available under the following link (<https://tools.google.com/dlpage/gaoptout?hl=en>). Google currently offers this opt-out tool for Internet Explorer 11, Google Chrome, Mozilla Firefox, Apple Safari, and Opera.

Further information concerning the terms and conditions of Google's use and data privacy can be found at <https://www.google.com/analytics/terms/us.html> or at <https://policies.google.com/privacy>.

ACCURACY

We are committed to keeping your personal information accurate and up-to-date. You have the right to review and correct your personal information.



PRIVACY POLICY CHANGES

We may modify this Privacy Policy to accommodate changes in services, technology, and laws. We will notify you of significant changes and provide an opportunity to review them.

CORPORATE REORGANIZATION AND BUSINESS TRANSFERS

We may disclose personal information in connection with corporate reorganization, mergers, sales, or transfers of assets, provided the information's use remains in line with this Privacy Policy.

CHANGE OF PURPOSE

We only use your personal information for the purposes for which it was collected, unless we notify you of a different purpose.

INTERNATIONAL TRANSFERS

Your information may be stored and processed in countries where we engage third-party service providers. Appropriate safeguards are in place to protect your data.

VISITORS' GDPR RIGHTS

If you are in the EU, you have certain rights under the GDPR, including access, rectification, erasure, restriction, and data portability. You can withdraw consent and lodge complaints.

COMPLAINTS

We investigate complaints concerning our compliance with this Privacy Policy promptly and take appropriate measures to resolve them.

WITHDRAWING CONSENT

You may withdraw consent for the collection, use, or disclosure of your personal information at any time, subject to legal or contractual restrictions.

UNSUBSCRIBE FROM COMMERCIAL ELECTRONIC MESSAGES

To unsubscribe from our commercial electronic messages, please email info@mbia.ca.

CONTACT US

For inquiries, complaints, corrections, or more information about this Privacy Policy, please contact:

Manitoba Brain Injury Association

Email Address: info@mbia.ca

Effective as of: November 2023