



Privacy Statement

Your Privacy Rights

Effective July 1, 2014, all not-for-profit organizations and registered charities, along with commercial companies, must comply with the Canadian Anti-Spam Legislation ([CASL](#)), intended to reduce unwelcome electronic advertising to the Canadian public.

Compliant with CASL, the Alberta Energy Efficiency Alliance (AEEA) continues to offer our members and the public the choice to opt-in to receive our informative content by email. If you would like to opt-in or update your existing email preferences, please [contact us](#).

Alberta Energy Efficiency Alliance's collection and use of personal information is also governed by the Personal Information Protection and Electronic Documents Act, (PIPEDA), which grants rights concerning the privacy of your personal information.

Personal information is any information that identifies you or provides a method by which your identity could be deduced. We are committed to maintaining your privacy and protecting the confidentiality of any personal information that you may give us online, in a telephone conversation, in person, or on a completed printed form.

Types of Personal Information Collected

Alberta Energy Efficiency Alliance (AEEA) may collect personal information as required for the administration of our services through electronic forms, email, phone, fax, mail or in person. The types of information we collect may include:

- Your name, home address, and home telephone and/or cell phone numbers;
- Your email address;
- Your place of employment and job title;
- Credit card information and/or banking information;
- Stated preference for the frequency and types of information you receive.

Purpose of Collecting Personal Information

Your personal information is collected for one or more the following purposes:

- to carry out transactions such as a registration for a workshop or event;
- to send you information about our latest reports and projects;
- to provide you with a response to a question you have posed via one of our [contact us](#) email response links;
- to gather your feedback on our effectiveness as an organization and suggestions for improvement.

In accordance with Canada's privacy laws, Alberta Energy Efficiency Alliance (AEEA) collects information only by lawful and fair means and not in an unreasonably intrusive way. We do not sell, share, barter, rent, divulge or otherwise disseminate personal information.

Your Consent

In compliance with Canada's anti-spam laws, Alberta Energy Efficiency Alliance (AEEA) will only send commercial electronic messages to contacts from whom we've received consent.

Your consent may be implied if you provide your contact information when participating in an Alberta Energy Efficiency Alliance (AEEA) event or workshop, following which you may receive information regarding upcoming events or opportunities that we believe would be of interest to you. You can withdraw your consent at any time or specify which types of email updates you wish to receive from Alberta Energy Efficiency Alliance (AEEA) by updating your preferences in the footer of the email or [contacting us](#) directly.

Website Monitoring

Alberta Energy Efficiency Alliance (AEEA) monitors website traffic patterns, site usage, and related site information in order to optimize our online services. This information may also be used for statistical analysis and may be provided to third parties, but this statistical information does not include any identifiable personal information.

Third Party Websites and Personal Information

Some of Alberta Energy Efficiency Alliance's (AEEA) websites link to third party websites that are not under our control. We cannot guarantee that these sites adhere to strict codes of conduct with respect to privacy, and visitors to our website should be aware that if they submit personal information to these third-party sites, they do so at their own risk.

Changes to this Privacy Policy

Because of the rapidly changing nature of online media and the world around us, Alberta Energy Efficiency Alliance (AEEA) may change this policy from time to time. Changes may occur without warning and will be reflected on this page.

Contacting Us

This policy addresses some of the main privacy concerns that you might have. If you have concerns regarding Alberta Energy Efficiency Alliance's (AEEA) privacy statement or questions about our compliance with privacy guidelines and the Canadian anti-spam laws, contact:

[Amy Roesler, Executive Director](#)

Alberta Energy Efficiency Alliance (AEEA)

PO Box 65144 North Hill

Calgary, AB T2N 4T6

E: Amy.Roseler@aeaa.ca

If you are not satisfied with our response, the Privacy Commissioner of Canada can be reached at:

112 Kent Street

Ottawa, ON K1A 1H3

1-800-282-1376