

# Willow Creek Canada Privacy Policy

Last Updated on September 7, 2017

Willow Creek Canada values the privacy of your personal information and User Content. This Privacy Policy (this "Policy") explains what information Willow Creek Canada, a Canadian not-for-profit organization, and its subsidiaries and other affiliates (together, "Willow Creek Canada" or "we" and sometimes "us") collect about you and why, what we may do with that information and how we handle your personal information and User Content.

## What Is The Scope of This Privacy Policy?

This Policy applies to the information obtained by Willow Creek Canada through your use of the Site, the Events, the Services, the Software (together, "Products") and other Willow Creek Canada events, products and services.

## Will This Privacy Policy Ever Change?

As Willow Creek Canada evolves, we may need to update this Policy to keep pace with changes in our Products, our business and laws applicable to us and you; we will, however, always maintain our commitment to respect your privacy. We will email you (to your most recently provided email address) or post any revisions to this Policy, along with their effective date, in an easy to find area of the Site, so we recommend that you periodically check back here to stay informed of any changes. We will ask for your consent to such changes if required by applicable law; in other cases, please note that your continuation of your Willow Creek Canada account after any change means that you agree with, and consent to be bound by, the new Policy. If you disagree with any changes in this Policy and do not wish your information to be subject to the revised Policy, you will need to unsubscribe from our mailing list and close any Willow Creek Canada account.

## I. INFORMATION COLLECTION AND USE

### What Information Does Willow Creek Canada Collect About Me and Why?

We collect very little personal information about our users. A list of the "Personal Information" Willow Creek Canada may collect, and why we collect it, follows:

- Your username, email address and contact preferences. This information helps us communicate with you about your use of our Products, product announcements and updates. In addition, we may use your Personal Information to send you direct marketing emails and special offers. For more information, please see the section below entitled, "Will Willow Creek Canada Send Me Emails?"
- For paying users, your payment information required to complete a commercial transaction on the Site. We use this information to enable and fulfill your transaction.
- The geographic area where you use your computer and mobile devices (as indicated by an IP address or similar identifier), and the language you select when interacting with our Products. We collect this information in order to help us deliver and support our Products, including by localizing your experience. This information also helps us improve our understanding of how our users use the Products.
- The Willow Creek Canada products and services you use. This information helps us deliver and support our Products and respond to your requests for assistance. We also collect this information to improve our understanding of how our users use our Products.
- Any User Content you add to your account. We don't use this information for any purpose other than to provide the Services, make sure it is available to you when you use our Products and improve our algorithms underlying our Products.
- Unique device identifier for devices that are using Willow Creek Canada software. We use this information to (i) calculate aggregate statistics on the number of unique devices using our Products, and (ii) detect and prevent misuse of our Products. Our **third-party** plugins also use device identifiers for the detection and prevention of fraud and malicious use of our sites.

The Sites also collect and receive information from your computer or mobile device, including the activities you perform within the Site, the type of hardware and software you are using (for example, your operating system, email client, and browser type) and information obtained from cookies.

The Sites also contain electronic images known as “web beacons” (or “single-pixel gifs”) and are used along with cookies to compile aggregated statistics to analyze how the Site is used and may be used in some of our emails to let us know which emails and links have been opened by recipients. Web beacons allow us to gauge the effectiveness of our customer communications and marketing campaigns.

We use a [third party](#) to gather information about how you and others use the Site. For example, we will know how many users access a specific page and which links they clicked on. We use this aggregated information to better understand and optimize the Site.

You may also connect with Willow Creek Canada with a social networking credential, such as with your Facebook or Google+ account. We will ask permission to access basic information from that account, such as your name and email address. You can stop sharing that information with us at any time by removing Willow Creek Canada’s access to that account.

Gathering this kind of information helps us administer our Products, provide convenient and personalized user access and improve the features and usability of our Products.

Finally, if you choose to use Eventbrite and Shopify systems to finalize and pay for your order, you will provide your credit card number, directly to their organization. The privacy policy of each organization will apply to the information you provide [through](#) our website portal.

## What Else Should I Know About the Tracking Information Willow Creek Canada Collects?

Willow Creek Canada uses cookies and tracking pixels to collect information that helps us provide our Products to you. We also use these technologies to help deliver ads for relevant Willow Creek Canada products and services to you when you visit certain pages on the Site and then visit certain third-party sites. We may also use cookies, for example, to keep track of your preferences and profile information. Cookies are also used to collect general usage and volume statistical information that does not include personal information.

While, as described above, you may have the opportunity to control the use of cookies through your web browser, we do not currently respond to web browser “Do Not Track” signals or other similar mechanisms. If we do so in the future, we will describe how we do so in this Policy.

## Will Willow Creek Canada Send Me Emails?

From time to time, we may want to contact you with information about product announcements, software updates and special offers. We also may want to contact you with information about products and services from our partners. We consider your acceptance of this Policy as your acceptance of our offer to send you these emails. You may opt out of such communications at any time by clicking the “unsubscribe” link found within Willow Creek Canada email updates and changing your contact preferences. You will continue to receive essential account-related information, even if you unsubscribe from promotional emails.

## Does Willow Creek Canada Provide Any Information to Third-Party Analytics Providers?

Willow Creek Canada makes use of certain third-party analytics providers (“TPAPs”) to, among other things, serve advertisements to the Site and to the Site’s visitors (“Visitors”) on third-party websites across such TPAPs’ networks. Willow Creek Canada allows TPAPs to track Visitors’ browsing history on the Site using first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie). TPAPs may use the information stored by the cookies to, among other things, evaluate your use of a website, prepare reports of website activities for website operators and provide other services associated with website and Internet usage. The information tracked and stored by the cookies enables TPAPs to optimize and serve ads to the Site’s visitors on third-party websites. By using the Site, you agree to the forwarding of data to TPAPs and the processing by such TPAPs of the data collected from you in the manner and for the purposes described above.

To opt out of *Google Analytics for Display Advertisers* and customized Google Display Network ads, visit the [Ads Preferences Manager](#). Profile information provided to Willow Creek Canada by you is, however, subject to disclosure pursuant to any applicable laws.

## Does Willow Creek Canada Collect Information From Children?

Willow Creek Canada does not knowingly collect personal information from children under the age of 13. If you are under the age of 13, please do not submit any personal information through the Site, Service or Software. We encourage parents and legal guardians to monitor their children’s Internet usage and to help enforce this Policy by instructing their children never to provide personal information through the Site, Service or Software without their permission.

## II. INFORMATION ACCESS AND DISCLOSURE

### Does Willow Creek Canada Share My Personal Information or User Content?

Willow Creek Canada is not in the business of selling or renting user information, and we only disclose information when:

- We have your explicit consent to share the information.
- We need to share your information with affiliated and unaffiliated service providers who process data on our behalf, including in connection with errors analysis (also called “error dumping”) and correction.
- We need to share your information with affiliated and unaffiliated service providers to fulfill your product or service requests.
- We believe it is necessary to investigate potential violations of the Terms of Service, to enforce those Terms of Service or where we believe it is necessary to investigate, prevent or take action regarding illegal activities, suspected fraud or potential threats against persons, property or the systems on which we operate our Products.
- We determine that the access, preservation or disclosure of information is required or permitted by law to protect the rights, property or personal safety of Willow Creek Canada and users of our Products, or is required to comply with applicable laws, including compliance with warrants, court orders or other legal process.
- We need to do so in connection with the sale or reorganization of all or part of our business, as permitted by applicable law.
- Some third-party applications and services that work with our Products may ask for permission to access your User Content or other information about your account. Those applications will provide you with notice and request your consent in order to obtain such access or information. Please consider your selection of such applications and services, and your permissions, carefully.

Some third parties’ embedded content or plugins on our Products, such as Facebook “Like” buttons, may allow their operators to learn that you have visited the Site, and they may combine this information with other, identifiable information they have collected about your visits to other websites or online services.

We do not share your information with third parties for the purpose of enabling them to deliver their advertisements to you.

### Does Willow Creek Canada Review User Content?

As a rule, Willow Creek Canada employees do not monitor or view your Personal Information or User Content stored in or transferred through our Products, but it may be viewed if we believe the Terms of Service have been violated and confirmation is required, if we need to do so in order to respond to your requests for user support, if we otherwise determine that we have an obligation to review it as described in the Terms of Service, or to improve our algorithms as described in the User Content section of our Terms of Service. In addition, our proofreaders may also read your User Content in connection with our provision of proofreading services. Finally, your Personal Information may be viewed where necessary to protect the rights, property or personal safety of Willow Creek Canada and its users, or in order to comply with our legal obligations, such as responding to warrants, court orders or other legal process.

### Does Willow Creek Canada Ever Make Any of My Personal Information or User Content Public?

No, except as otherwise described in this Policy.

## III. DATA STORAGE AND TRANSFER

### Where Is My Data Stored?

When you use our Products, User Content you transmit will be stored on our servers, which are located in Canada. Please be aware that Personal Information and User Content submitted to Willow Creek Canada **will be** transferred to a data center in the United States. If you process or transfer any information to or through our Products, you are confirming your consent to such information, including Personal Information and User Content, being hosted and accessed in the United States.

Data privacy laws or regulations in your home country may differ from those in the Canada, but Willow Creek Canada complies with applicable law regarding the collection, use and retention of Personal Information collected from all our users.

## How Secure Is My Data?

Willow Creek Canada is committed to protecting the security of your information and takes reasonable precautions to protect it. However, Internet data transmissions, whether wired or wireless, cannot be guaranteed to be 100% secure, and as a result, we cannot ensure the security of information you transmit to us, including Personal Information and User Content; accordingly, you acknowledge that you do so at your own risk.

We use industry standard encryption to protect your data in transit. This is commonly referred to as transport layer security ("TLS") or secure socket layer ("SSL") technology.

Once we receive your data, we protect it on our servers using a combination of administrative, physical and logical security safeguards. The security of the information stored locally on your computing device requires that you make use of the security features of your device. We recommend that you take the appropriate steps to secure all computing devices that you use with our applications and service.

If Willow Creek Canada learns of a security system breach, we may attempt to notify you and provide information on protective steps, if available, through the email address that you have provided to us or by posting a notice on the Site. Depending on where you live, you may have a legal right to receive such notices in writing.

## IV. INFORMATION DELETION

### What Happens If I Want to Stop Associating With Willow Creek Canada?

You can stop using our Products at any time. Residual copies of your Personal Information and deleted User Content may continue to exist on Willow Creek Canada's back-up and archiving systems for up to one year due to the nature of those systems' operations.

### What Happens If Willow Creek Canada Closes My Account?

If Willow Creek Canada closes your account due to your violation of the Terms of Service, then you may contact Willow Creek Canada to request deletion of your data, and Willow Creek Canada will evaluate such requests on a case by case basis, pursuant to our legal obligations.

## V. CONTACT US

### How Can I Contact Willow Creek Canada?

You may contact us with any questions relating to this Privacy Policy by submitting a help desk request here or by postal mail at:

Willow Creek Canada  
5321 Downey Road. Ottawa, ON  
K1X1C6