



Collection and Destruction of Customer Information Policy

Intent

The purpose of this policy to establish the procedures and processes that Town of Thorsby will follow when collecting and disposing of customer information.

Town of Thorsby has adopted this policy to ensure that all Town of Thorsby employees are aware of the importance of properly collecting, protecting and destroying customer information.

The collection of customer information is an increasingly important aspect of our business, and is a critical element for all employees – customer interactions.

Guidelines

Collect Customer Information

Town of Thorsby employees are directed to ensure that customer information is gathered during each initial customer contact. This is a critical element in the ongoing success of our business. As a result, Town of Thorsby will monitor employee interactions and performance metrics regarding the collection of customer information.

The following information should be collected:

- Customer Name / Address / Province / Postal Code
- Telephone Number / Email Address
- Preferred Method of Contact / Notes Regarding Customer Interests

If we use customer personal information to make a decision that directly affects the customer we will retain that personal information for at least one year so that the customer has a reasonable opportunity to request access to it.

We will retain customer personal information only as long as necessary to fulfill the identified purposes or a legal or business purpose. Documentation by the Municipality can only be legally disposed of when so authorized by motion of Council.

Obtain Consent for Collection, Use or Disclosure

Town of Thorsby employees must obtain the consent of an individual for the collection, use or disclosure of his or her Personal Information.

1. The consent of an individual is required for the collection, use, or disclosure of Personal Information. Ask the customer if you may collect some information about them. If they reply in the negative, explain the benefits as stated within this Policy.

2. In obtaining consent, Town of Thorsby employees will ensure that the customer is advised of the identified purposes for which Personal Information will be used.

3. Town of Thorsby will require individuals to consent to the collection, use or disclosure of Personal Information as a condition of the supply of a product or service (For use only if such collection, use or disclosure is required to fulfill identified, legitimate purposes).

Inform the Customer of the Benefits

In the event that a customer inquires into the rationale for collecting their information, inform the customer that by collecting their information, we are able to:

- Process and fill orders; Refill orders as specified; Ensure proper billing;
- Service customer accounts; Access customer accounts to provide friendly, knowledgeable service based on their individual needs; and
- Offer friendly advice regarding alternate Town of Thorsby product offerings, special offers and discounts.

Securing Personal Information

Town of Thorsby is committed to ensuring the security of customer personal information in order to protect it from unauthorized access, collection, use, disclosure, copying, modification or disposal or similar risks.

The following security measures will be followed to ensure that customer personal information is appropriately protected:

- the use of locked filing cabinets;
- physically securing offices where personal information is held;
- the use of user IDs, passwords, encryption, firewalls;
- restricting employee access to personal information as appropriate.

We will use appropriate security measures when destroying clients' or customers' personal information such as: shredding documents and permanently deleting electronically stored information.

We will continually review and update our security policies and controls as technology changes to ensure ongoing personal information security.

Offer Assurance of Privacy

Inform the customer that all information gathered will be kept confidential, and will be subject to our Privacy Policy.

It has always been Town of Thorsby's priority to safeguard any information provided by our customers. We are committed to meeting, and where possible, exceeding, the requirements of all applicable privacy legislation that relates to our business.

At Town of Thorsby, customer information is maintained as strictly confidential. Unless the customer authorizes us to release it, or release is required by law, we will not disclose any customer information to third parties. We never sell, lease or trade information about our customers or their accounts to other parties, unless authorized to do so, or unless required by law.

Questions and Complaints

The Privacy Officer or designated individual is responsible for ensuring Town of Thorsby compliance with this policy.

Customers should direct any complaints, concerns or questions regarding Town of Thorsby compliance in writing to the Privacy Officer. If the Privacy Officer is unable to resolve the concern, the customer may also write to the Information and Privacy Commissioner of Alberta.

Acknowledgement and Agreement

I, _____ (Employee Name),
acknowledge that I have read and understand the Collection and Destruction of Customer Information Policy
of Town of Thorsby. Further, I agree to adhere to this policy and will ensure that employees working under
my direction adhere to this policy. I understand that if I violate the rules/procedures outlined in this policy, I
may face disciplinary action, up to and including termination of employment.

Name: _____

Signature: _____

Date: _____

Witness: _____