



## Personal Information Protection Policy

This Personal Information and Protection Policy applies to the collection, use and disclosure of personal information related to the Beef InfoXchange System (BIXS). “Personal information” means any information about an identifiable individual but does not include the name, title or business address of an employee of an organization.

In accordance with the *Personal Information Protection and Electronic Documents Act*, BIXS has established the following privacy principles.

**Accountability** – BIXS is responsible for maintaining and protecting personal information under its control. Each employee of BIXS is responsible for the personal information under his or her control. Our employees are informed about the importance of privacy and receive information periodically to update them about our Personal Information Policy.

**Purpose in Collection of Personal Information** - BIXS is a data and information exchange scheme allowing for the movement of individual beef cattle production, performance, genetic, health, carcass and other data and information across the beef supply chain linked to the animal’s unique radio frequency identification (RFID) ear tag. Personal information is required as part of the registration process for participation in this national voluntary program to validate, as per the data sharing agreement between BIXS and the Canadian Cattle Identification Agency (CCIA), data held in your CCIA account pertaining to animal date of birth and date of birth method and CCIA (RFID) tag ID number. BIXS also collects and uses personal information to keep BIXS participants informed on news, developments, offers and opportunities related to BIXS, that may be of interest to participants in BIXS. Also in relation to notifying participants of specific issues or anomalies that arise in relation to the data they submit; in responding to specific inquiries received from participants, including an inquiry received by email; and, for general management and reporting purposes within BIXS.

The personal information BIXS may collect includes: first and last name, address, telephone number, email address and CCIA account number.

**Consent** - By indicating they agree to the Terms of Use for BIXS participation, BIXS participants therein consent to all conditions set out in this BIXS Personal Information Protection Policy.

**Limitations on the Collection, Use, Disclosure and Retention of Personal information** – Most of the information we collect about BIXS participants comes directly from them when they complete the BIXS registration. In some cases, however, information about a participant comes to BIXS from third parties they have authorized to act on their behalf in BIXS and the CCIA. A participant’s personal information will be used according to guidelines explained in this document. Their personal information will be kept secure and confidential within the BIXS

database. The only means by which a BIXS participant's personal information could be released would be through a Court Order through normal court of law process yet abiding with the *Personal Information Protection and Electronic Documents Act*. While the BIXS participant's personal information will be kept, as per the Terms of Use, for BIXS participation, BIXS maintains the right to enter into agreements with other entities enabling analysis, reporting on aggregate population data, or to supply data tracking based on third party – participant (producer) agreements within which some of their animals would be represented. However, the user's personal information would not be associated with this data.

If BIXS has collected personal information solely as a result of someone visiting the BIXS website, of someone making an inquiry to BIXS by telephone, fax, or email, BIXS will only disclose that information to those deemed necessary to fulfil the request or inquiry or as part of a court process. For instance, if an individual sends us an email message that includes personal information (such as their name included in the "address"), we will use that information to respond to their inquiry. Data transmitted within BIXS on its private network is not encrypted, nor are email communications leaving the BIXS network. It is important to remember that communication via the Internet is not secure.

**BIXS Participant's Access to Their Personal Information** – It is important to ensure the accuracy of any personal information BIXS has on file. Generally, BIXS participants are entitled to know what personal information BIXS has about them, and to change that information if it is inaccurate or out-of-date. The personal information BIXS has about participants can be found in their BIXS 'My Account' section within the application, which they or their third party can access via participant's account username and password. All BIXS participants are encouraged to check their account details to ensure the personal information is accurate and to update their information as necessary.

**Other People's Access to Information** – Personal information is protected by security safeguards deemed appropriate to the sensitivity level of the information housed in the database. BIXS has made every reasonable effort to protect personal information against loss or theft, as well as unauthorized access, disclosure or modification. The precautions taken by BIXS include, but are not limited to:

- Access to personal information by BIXS staff is restricted to those staff members who require access in the performance of their duties. These staff have signed confidentiality agreements.
- BIXS computer systems are password-secured and constructed in such a way that only authorized individuals can access our systems and databases.
- BIXS uses a cloud computing platform server system offered by Amazon Web Services.
- Database clustering and backups are performed on all systems with backups stored securely for disaster recovery purposes.

**Complaints and Suggestions** – Questions and complaints with respect to the Personal Information Protection Policy outlined above or about BIXS’ privacy practices can be directed to 1-780-456-2207, by fax to 1-800-475-4603, by email to [info@bixsco.com](mailto:info@bixsco.com) or by mail to: 2<sup>nd</sup> Floor, 10607 - 82 Street, Edmonton, Alberta, T6A 3N2. BIXS will promptly investigate all complaints concerning compliance with this Personal Information Protection Policy. If a complaint concerning compliance with this Personal Information Protection Policy cannot be resolved the complaint will be investigated promptly. If concerns have not been addressed satisfactorily, BIXS will provide information on other complaint procedures that may be available.

**Updating this Policy** – BIXS reserves the right to add, modify or remove portions of this Personal Information Protection Policy when it is necessary or appropriate to do so. This was policy was last updated April 18, 2017.