

Frontier Lodge



Frontier Lodge Privacy Policy

Effective Date: November 26, 2024

Frontier Lodge (“we,” “us,” or “our”) is committed to safeguarding the privacy of our guests, program participants, employees, and partners. This Privacy Policy outlines how we collect, use, disclose, and protect personal information in compliance with Alberta’s *Freedom of Information and Protection of Privacy Act (FOIP)* and *Personal Information Protection Act (PIPA)*.

1. Purpose of Collecting Personal Information

We collect personal information for the following purposes:

- To provide and manage outdoor adventure programs and post-secondary outdoor leadership training.
- To ensure participant safety and meet operational requirements (e.g., medical information for emergency response).
- To communicate with participants, employees, and other stakeholders.
- To comply with legal and regulatory obligations.
- To improve our services and program offerings.

2. Types of Personal Information Collected

The personal information we may collect includes, but is not limited to:

- **Participants and Guests:** Name, date of birth, contact information (address, phone number, email), emergency contact information, medical history, dietary restrictions, payment information, and mobile phone numbers for communication.
- **Employees and Volunteers:** Name, contact information, SIN (for payroll purposes), medical information, and employment history.
- **Website Visitors:** IP address, browser type, and cookies, where applicable.

3. Consent and Opt-In

We require your consent to collect, use, and disclose your personal information, except where permitted or required by law. By providing your personal information, you agree to its collection and use as outlined in this policy. You may withdraw your consent at any time, subject to legal or contractual restrictions, by contacting us.

By providing your phone number and opting in to receive text messages, you consent to the collection and use of your personal information as described in this policy. We ensure that your

consent is obtained explicitly and that you are informed about the types of messages you will receive.



4. Use and Disclosure of Personal Information

We will only use or disclose personal information for the purposes for which it was collected or as required by law.

Sharing of Personal Information

- We do not share, sell, or disclose your personal information or mobile opt-in data to third parties without your explicit consent, except where required by law.
- Your information is kept confidential and used solely for the purposes you have agreed to.
- Mobile information will not be shared with or sold to third parties or affiliates for marketing and/or promotional purposes.

5. Opting Out of Text Messages

You have the right to opt out of receiving text messages from Frontier Lodge at any time. To opt-out, reply "STOP" to any text message you receive from us. Upon opting out, your mobile number will be removed from our messaging system.

6. Security of Personal Information

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. This includes:

- Using secure physical and digital storage systems.
- Restricting access to personal information to authorized staff.
- Implementing regular training on privacy practices for employees.

7. Retention of Personal Information

Personal information is retained only as long as necessary to fulfill the purposes for which it was collected or as required by law. Once no longer needed, personal information will be securely destroyed.

8. Access and Correction

You have the right to access your personal information and request corrections if it is inaccurate or incomplete. To make a request, please contact us using the details below.

9. Third-Party Services

We may use third-party service providers to process or store personal information. These providers are contractually obligated to protect your information and comply with applicable privacy laws.

10. Changes to This Privacy Policy

We reserve the right to update this policy as needed to reflect changes in our practices or legal obligations. Any updates will be posted on our website and take effect immediately upon posting.



11. Contact Information

If you have questions, concerns, or requests regarding your personal information or this policy, please contact:

Frontier Lodge Office

PO Box: 1 Nordegg, AB T0M2H0

403-721-2202 / office@frontierlodge.ca