

# **ANBL PRIVACY STATEMENT**

## **Our Goal**

All information collected by the New Brunswick Liquor Corporation, (“ANBL”), is collected under the general authority vested in the ANBL pursuant to the *New Brunswick Liquor Corporation Act*, Chap. N-6.1 and in accordance with the *Protection of Personal Information Act*, Chap. P-19.1 (“**POPIA**”), to which all public bodies are subject. ANBL adheres to the Statutory Code of Practice prescribed by POPIA, <http://www.gnb.ca/0062/PDF-acts/p-19-1.pdf>, and is committed to maintaining the privacy of our customers’ personal information through responsible information management processes. This Privacy Statement is supplemental to the Statutory Code of Practice and articulates ANBL’s specific information management practices.

## **When & What We Collect**

### *Financial Information*

ANBL collects personal information you provide when you purchase goods from any of our retail outlets. This can include your name and credit card information or other financial information you provide at the time of sale, such as information provided on personal cheques, guarantee letters and gift certificates. In some circumstances, information may be collected from other sources where necessary to verify information for financial transactions.

### *Cookies & Internet Usage Information*

ANBL may also collect personal information about your use of the ANBL website through the use of “cookies” which track your use of our website. The information, which is collected automatically and stored, is as follows:

- Your IP address, which is the numerical identifier assigned to either you, your personal computer, or your internet service provider, which can in turn be used to identify the domain name of your service provider;
- The type of browser and operating system you use;
- The date and time of your visit;
- The web pages accessed by you.

This information is used to track the number of people using our website and trends, patterns and preferences of people’s use of our website so that we may better serve our customers. We also use sessional cookies, (which are small text files placed on your computer). These are used to assist in your navigation of the site and are valid only while you are using the site.

Except where necessary for an internal investigation or law enforcement purposes, information collected using cookies is used in its aggregated form, and no individual user is identified through this use.

### **Disclosure of Personal Information**

ANBL does not create customer lists to sell to third parties, nor does ANBL use mailing lists. In some circumstances, ANBL may convert personal information to a non-identifying form, such as aggregating certain elements of personal information to create a statistical data-base for research purposes which may be made available to third parties.

In providing personal information while obtaining services and products from us, you agree that ANBL may disclose your personal information to: (a) any person who is acting as your agent, and has requested such information on your behalf; (b) to anyone who is delivering products to you, to the extent such information is required for the delivery purposes; and, (c) to law enforcement agencies, legal advisors, and others as may be required to comply with laws and enforce our rights. In each event, the disclosure will be limited to that information which is necessary to fulfill such purposes with the requirement that it only be used for that purpose.

### **Agents**

In some circumstances, ANBL uses service providers who provide services on behalf of ANBL, such as credit card service providers or marketing agencies. ANBL limits transfer of personal information to these agents solely for ANBL's business purposes. These agents are restricted to using personal information for the purpose of processing ANBL's business transactions, or other uses which are consistent with ANBL's purpose, and they have agreed to comply with privacy standards comparable to POPIA, (such as the Federal *Personal Information Protection and Electronic Documents Act*).

### **Security & Safeguards**

ANBL is required to implement reasonable security measures to protect personal information from unauthorized use and disclosure. ANBL uses technical and administrative safeguards to protect the security of your personal information which are integrated into ANBL's day-to-day operations. Information provided over the internet cannot be guaranteed as completely secure. A major use of personal information by ANBL is in the course of processing payment when you purchase goods from one of our retail outlets using a credit card or some other form of electronic payment. In these circumstances, electronic versions of this personal information are stored in a secure manner using industry-standard security systems. Paper copies of financial transaction information are also retained in secure storage facilities.

### **Retention of Personal Information**

ANBL retains personal information for as long as it is required for the purpose for which it was provided by you or as required by law, whichever is longer. In connection with credit card transactions and other electronic payment methods, service providers impose specific record-keeping obligations which ANBL complies with.

### **Accuracy of Personal Information**

ANBL will make reasonable efforts to update or correct personal information for the period of time that it retains your personal information upon request by you, so long as it does not compromise ANBL's privacy and security policy in relation to others.

### **Access to Personal Information**

ANBL is subject to the *Right to Information Act*, Chap. R-10.3. You can access your personal information by making a right to information request under the Act. Please contact the ANBL Corporate Communications Manager at 506.452.6826 by phone or info@anbl.com by e-mail.

### **Concerns and Complaints**

If you have any questions or concerns regarding ANBL's privacy practices, please contact the ANBL Corporate Communications Manager at the above coordinates.

If you have any complaints regarding ANBL's privacy practices, please contact the Office of the Ombudsman as follows:

Physical Address:  
548 York Street  
Fredericton, New Brunswick  
E3B 3R2

Mailing Address:  
P.O. Box 6000  
Fredericton, New Brunswick  
E3B 5H1

Phone: 506.453.2789  
Toll Free: 1.888.465.1100  
Facsimile: 506.453.2789  
Email: [nbombud@gnb.ca](mailto:nbombud@gnb.ca)

### **Updates**

From time to time, ANBL reviews its privacy practices and, as a consequence, may revise its privacy statement. All changes are effective as of the date of posting on our website. We recommend you review our website periodically for such changes.