

# PRIVACY POLICY MEMBERSHIP ADVANTAGE

**MEMBERSHIP ADVANTAGE  
BENEFITS LTD.**

Privacy Policy

Last Updated: March 1, 2026



POWERED BY

**MEMBERSHIP  
ADVANTAGE**

## INTRODUCTION

Membership Advantage Benefits Ltd. (“MA”, “we”, “us” or “our”) respects privacy and is committed to protecting personal information.

We provide a software platform that allows non-profits, service clubs, community groups and other member-based organizations (“Associations”) to offer exclusive discounts and benefits to their members.

All personal information is handled in accordance with Canadian privacy law, including:

- Personal Information Protection and Electronic Documents Act (PIPEDA)
- British Columbia Personal Information Protection Act (BC PIPA)
- Other applicable provincial privacy laws

All personal information is stored and processed only in Canada.

## 1. OUR ROLE

MA acts as a service provider to Associations.

We do not own member data.

The Association owns the member relationship.

We only process personal information on behalf of the Association to operate the member benefit platform.

## 2. INFORMATION WE RECEIVE FROM ASSOCIATIONS

Associations may provide limited member information including:

- member name
- Association name
- email address
- postal code

We collect only the minimum information required to:

- identify the member
- confirm eligibility
- deliver offers and coupons

We do not require sensitive personal information such as government ID, health data, or financial records.



### 3. AUTOMATIC TECHNICAL INFORMATION

Our systems automatically collect limited technical information required to maintain platform security and performance.

This may include:

- IP address
- browser and device information
- session cookies
- server and security logs

This information is used only to:

- protect against unauthorized access
- maintain system security
- diagnose technical issues
- ensure proper operation

We do not use technical data for advertising or unrelated tracking.

### 4. HOW MEMBER INFORMATION IS USED

Member information is used only to:

- confirm identity
- verify Association membership
- generate coupons
- receive and redeem exclusive offers
- process approved promo transactions
- provide technical support

We do not use personal information for unrelated marketing or advertising.

### 5. WHAT WE NEVER DO

MA does not:

- sell personal information
- rent or trade member data
- share member lists with businesses
- build marketing databases
- contact members outside the Association program

Businesses never receive Association member lists.

They only receive confirmation that a valid member redeemed an offer.



## 6. CONSENT RESPONSIBILITY OF ASSOCIATIONS

Associations are responsible for obtaining appropriate consent from their members before sharing personal information with MA.

MA relies on the Association to confirm that member consent has been obtained in accordance with Canadian privacy law.

## 7. CHILDREN AND YOUTH INFORMATION

MA does not knowingly collect personal information directly from children.

Our services are provided to Associations, not to minors.

If an Association includes youth members, the Association is responsible for ensuring appropriate parental or guardian consent has been obtained.

## 8. DATA STORAGE AND SECURITY

All servers and data storage are located in Canada.

MA implements administrative, technical, and physical safeguards including:

- encryption in transit (SSL/TLS)
- encryption at rest where applicable
- restricted system access
- secure Canadian data centers
- confidentiality obligations for staff

Only authorized personnel may access personal information.

## 9. DATA RETENTION AND DELETION

We retain personal information only as long as required to provide services.

If an Association ends service:

- data is returned or securely deleted
- backups are purged according to secure retention schedules

No information is retained for unrelated purposes.



## 10. PRIVACY BREACH NOTIFICATION

MA maintains incident response procedures.

If a privacy breach occurs that creates a real risk of significant harm, we will:

- notify the affected Association promptly
- cooperate fully in investigation and remediation
- comply with Canadian reporting requirements

We maintain records of security incidents as required by law.

## 11. ASSOCIATION CONTROL & MEMBER REQUESTS

Associations remain responsible for:

- obtaining consent
- maintaining accurate records
- responding to member privacy requests

Members should contact their Association first.

MA will assist Associations in fulfilling access or correction requests.

## 12. COMPLAINT AND ESCALATION PROCESS

Questions or concerns may be directed to our Privacy Officer:

### **Privacy Officer**

Membership Advantage Benefits Ltd.

Rod.Hamilton@membershipadvantage.ca

If you are not satisfied with our response, you may contact:

### **Office of the Privacy Commissioner of Canada**

[www.priv.gc.ca](http://www.priv.gc.ca)

We cooperate fully with privacy regulators.

## 13. CROSS-CANADA COMPLIANCE

MA complies with Canadian privacy laws across all provinces in which we operate, including federal and provincial privacy legislation.

All personal information remains stored within Canada.

## 14. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time.

The latest version will always be posted on our website.

