



## Privacy Policy

Marine Renewables Canada (MRC) respects your privacy and is committed to safeguarding the privacy and security of data about you. We have robust protocols for data collection, storage, access, and use. Our goal is to uphold the trust of visitors to our website, participants in our events and webinars, current and former members, and other relevant parties through transparency, accountability, and continuous improvement in our privacy practices across all environments through transparency in how we collect and use your data, and secure data handling procedures.

### Information We Collect

Through you and third-party sources like employers or other organizations or agencies who contract our services, we collect personal and non-personal information when you interact with us. While using our Service to do things like register, make a purchase, sign up for a newsletter, respond to a survey, access marketing communications, explore the website, access learning events, or to access other features, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). We may also collect information on how the Service is accessed and used (“Usage Data”). We may use Non-Personal Data for various business purposes such as providing customer service, fraud prevention, market research, and other Service improvements. Data collected includes, but is not limited to:

- Contact Information: Name, email address, phone number, and mailing address.
- Professional Information: Job title, employer, industry, and certifications.
- Payment Information: Purchase, due payment information (such as encrypted credit/debit card and account numbers), and transactional information, such as data related to membership, event registrations, or other Services.
- Technical information: Cookies and Usage Data including IP addresses, browser type, device type, operating system, local time zone, and pages accessed.
- Segmentation data: Codes for industry, position level, position type, employer type, career stage, and other demographic data.
- Employment, education, credentials data (optional)
- Demographic data (optional)

Surveys: Aggregate data from needs assessments, market surveys, or feedback forms

### How We Use Your Information

We use your information to provide and improve our services, including learning events, membership benefits, and customer support.

- Process registrations, certifications, and CEU tracking or reporting.
- Communicate updates about events, services, and organizational news.
- Analyze data to enhance user experiences and develop new offerings.



## Data Security

MRC will take the treated securely. We implement robust technical, administrative, and physical steps reasonably necessary to ensure that your data is safeguards to protect your data, including:

- Encrypted data storage and secure transmission protocols.
- Multi-factor authentication for accessing sensitive information.
- Regular audits and staff training on data security practices.

## Sharing Your Information

Your consent to this Policy followed by your submission of your data represents your agreement to that transfer. We will never sell or trade your Personal Data to third parties without your opt-in consent. We may share it under these circumstances:

- European Economic Area (“EEA”) and International Users: We are headquartered in Canada. Your Personal Data may be accessed by us or transferred to us in Canada or to our affiliates, partners, merchants, or service providers who are located worldwide.
- With Service Providers: Third-party vendors that support our operations, such as event management platforms, payment processors, and learning management systems.
- With Your Employer: When services are provided through employer-sponsored learning programs.
- As Required by Law: MRC may disclose your Personal Data in the good faith belief that such action is necessary:
  - To comply with legal or regulatory requirements.
  - To prevent or investigate possible wrongdoing in connection with a Service
  - To protect or defend the rights or property of MRC, including legal liability
  - To protect the personal safety of uses of the Service or the public
- With Your Consent: For specific uses not covered by this policy, you may opt in.

## Data Retention

We retain your personal information as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, and support learning record accessibility. MRC shall maintain a private and secure operational recordkeeping system for training transcripts and CEUs awarded, including backup, for all learners and learning events for a minimum of seven years in compliance with best practices and accreditation standards.

## Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), provide the Service on our behalf, perform Service-related services or assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.



## Your Rights and Choices

The security of your data is important to us and while we strive to use commercially available means to protect your data remember that no method of transmission over the Internet or method of electronic storage is 100% secure. Should a data breach occur we will notify you via email within 1 business day. You also have the following rights regarding your personal information:

- Access: Request a copy of your personal learning records (PLR) or other data.
- Update: Correct or update your personal information.
- Opt-Out: Unsubscribe from marketing communications.
- Delete: Request deletion of your data, subject to legal, contractual, and accreditation obligations.

To exercise these rights, contact us at: [chelsi@marinerenewables.ca](mailto:chelsi@marinerenewables.ca)

## Cookies and Tracking Technologies

Our website, and other web-based applications, uses cookies and similar technologies to improve your experience including Single-Sign On. You can manage your cookie preferences through your browser and device settings. Some web functionality may be limited if cookies are disabled.

## Privacy Policy for Children

Our services are not directed at individuals under 18. We do not knowingly collect personal information from minors. If we become aware of such data collection, it will be deleted promptly and permanently.

## Media Release & Consent

Programs and events may be recorded unless stated otherwise. Any participation grants MRC and our Service providers permission to use any likeness, photos, videos, audio, or other related media that we capture of you in member communication and public outreach.

### Presentation Materials

By participating in MRC events, you acknowledge and agree that presentations, slide decks, and other materials shared by speakers may be recorded, distributed, or made available in PDF format to event attendees and, where applicable, to MRC members through our communication channels, including our website and Member Portal. MRC may also use these materials for educational, promotional, or informational purposes.

If a speaker or presenter does not wish for their materials to be shared, they must notify MRC in writing before the event.



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## Contact Us

We may update this policy periodically at our sole discretion. Any significant changes will be communicated through our website or other appropriate channels.

For the purposes of the **General Data Protection Regulation (GDPR)** and the **Personal Information Protection and Electronic Documents Act (PIPEDA)**, the Data Controller is **Marine Renewables Canada (MRC)**, registered in Canada. Our **Communications & Event Coordinator** is responsible for overseeing questions related to this policy and our data practices

**For questions or concerns contact:**

Chelsi Bennett | [chelsi@marinerenewables.ca](mailto:chelsi@marinerenewables.ca)