



Privacy Policy

Our Commitment to You

Calgary Arts Academy (“CAA”) respects and complies with all Canadian requirements to protect identifiable information about you (“Personal Information”). The purpose of this Privacy Policy is to inform you about why we collect and how we use your personally identifiable information (“Personal Information”), and to provide you with contact information should you have any questions or concerns about CAA’s privacy practices.

CAA protects the Personal Information that you provide to us. CAA collects, uses and discloses Personal Information that you supply only in order to provide you with the services you have requested.

What We Collect

Our primary goal in collecting Personal Information is to provide you with efficient and effective service. This allows us to provide features that meet your needs, and to customize our service to make your interaction with CAA easier. To help protect your Personal Information, you will set up a username and password in order to access your personal account details. CAA recognizes that you may have provided, and may continue to provide us with Personal Information in one or more ways (while interacting with our administration, visiting our web site, forms, email and discussions with teachers.)

We do not collect or hold any credit card or bank information. Personal Information that CAA collects includes information such as your and your child’s name, address, telephone numbers, and birthdate. When you choose to participate in surveys, you may also provide additional Personal Information.

How Your Information is Used

CAA may use your Personal Information for the following purposes:

- Responding to your requests for information regarding CAA;
- In order to provide you with phone, text message and email information regarding student or school information;
- Improving our service by better understanding your needs;
- To conduct satisfaction surveys;
- When you express consent, we will add your name and cell number to our school directory listing;

- To cooperate with law enforcement enquiries, we may be required to disclose information about you to government officials in response to claims or legal processes. Such disclosure may be required to protect you or us from illegal activity or liability, or to protect the property of CAA or the safety of its employees or others.

Disclosure of Use

CAA does not sell or trade your Personal Information to third parties.

CAA may provide its third party service providers and processors with access to your Personal Information. These service providers may include: our data warehouse and web developer, who may provide support communications; internet service providers who administer our web page, provide internet services and host our facilities; Calgary Arts Academy School Council, and research consultants that assist CAA with understanding needs and interests by conducting surveys. CAA only shares your Personal Information to the extent required for the performance of such services. CAA has implemented safeguards to ensure that our service providers treat Personal Information in a way that is consistent with the terms of this Privacy Policy and that it is never used except to fulfill services to CAA.

When you express consent, CAA will disclose your Personal Information to third parties in order that you may access third party content services and participate in third party promotions. CAA may also disclose your Personal Information as permitted or required by law. For example, CAA will disclose Personal Information to those governmental bodies who have authority to obtain it, in order to comply with a warrant or subpoena issued by a court of competent jurisdiction, and to comply with record production requirements.

Your Consent

By choosing to provide CAA with your Personal Information, you are consenting to its use in accordance with the principles outlined in this Privacy Policy and as outlined at the time you are asked to provide any Personal Information. CAA may contact you by phone or e-mail in order to provide you with information about school events and significant issues that CAA believes may be of interest to you. You can choose to unsubscribe to these updates or from having your Personal Information used for research purposes.

Consent Withdrawal

You may withdraw your consent by calling the CAA office during business hours. Please note that if you do not consent to CAA's use and disclosure of your Personal Information, this may affect our ability to provide you with particular services.

Aggregate Data Use

We may aggregate Personal Information and remove any identifying elements in order to analyze patterns and improve our promotional efforts, to analyze website use, to improve our content and offerings, and to customize our site's content, layout and services.

We gather specific usage information like the number and frequency of visitors to this site. This information may include the URL you just came from, the URL you next go to, what browser you are using, and your IP address. We only use such data in the aggregate. This collective data helps us determine how much our web users use parts of the site, and do internal research on our users' demographics, interests, and behaviour to better understand and serve you.

Cookies

A "cookie" is a small bit of text used by a browser to store information. When you visit a site that uses cookies, the Web server will request permission to pass a cookie to your browser. If accepted, it will occupy only a few bytes on your hard drive and can improve your Web surfing experience. CAA uses cookies to track customer visits through our site. Cookies cannot profile your system or collect information from your hard drive, and although you may receive cookies from many different sites, each cookie can only be read by the Web server that originally issued it. Most browsers are initially set up to accept cookies, but you can set your browsers to refuse cookies.

Changing Information

You can access and review your Personal Information held by CAA and make corrections to it. Please call our office during business hours or change information by logging into your profile on our web site. CAA reserves the right not to change any Personal Information but will append any alternative text the individual concerned believes appropriate.

Storage

CAA uses standard industry practices to safeguard the confidentiality of your Personal Information. CAA treats this data as an asset that must be protected against loss and unauthorized access. We employ many different security techniques to protect such data from unauthorized access by users inside and outside our school community. CAA stores its electronic and paper documents at the school offices, on administrative servers and on our server backup system.

We do not collect or hold any credit card or bank information within our databases; all financial transactions are processed through Chase Paymentech (a bank run site) which is fully secured and maintained outside of our servers.

Unfortunately, perfect security does not exist on the Internet, and therefore, CAA makes no representations or warranties with regard to the sufficiency of these security measures with respect to on-line activities.

CAA will only keep your Personal Information for as long as it is required for internal business purposes and in order to satisfy various accounting and legal requirements. When we no longer require your Personal Information, we will take steps to ensure that is destroyed and is removed.

Security

For site security purposes and to ensure that web services remain available to all users, we use software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage to the service we provide. No attempt is made to identify an individual user or their usage patterns except for law enforcement investigations.