

Privacy Policy

Last updated: Dec 14, 2022 7:10 AM

We value your privacy very highly. Please read this Privacy Policy carefully before using the keystone member.ca Website (the "Website") operated by Dean French ("us," "we," "our") as this Privacy Policy contains important information regarding your privacy and how we may use the information we collect about you.

Your access to and use of the Website is conditional upon your acceptance of and compliance with this Privacy Policy. This Privacy Policy applies to everyone, including, but not limited to: visitors, users, and others, who wish to access or use the Website.

By accessing or using the Website, you agree to be bound by this Privacy Policy. If you disagree with any part of the Privacy Policy, then you do not have our permission to access or use the Website.

What information we collect, where we get this information, and how we use this information

We collect any and all information that you enter on this Website. We collect the following information about you:

Category of information	Specific piece of information	Where we get this information	How we use this information
Identifying information	Name	<ul style="list-style-type: none">Information submitted by the consumer.	<ul style="list-style-type: none">Analytics;Auditing compliance;Auditing transactions that the consumer has entered into;Enforcing our Terms of Service;Marketing and advertising;Performing services;Processing payments;Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities;Providing customer service;Undertaking internal research for technological development and demonstration;Verifying customer information;Verifying position and quality of ad impressions.
Identifying information	Postal / Shipping address	<ul style="list-style-type: none">Information submitted by the consumer.	<ul style="list-style-type: none">Analytics;Auditing compliance;Auditing transactions that the consumer has entered into;Enforcing our Terms of Service;Marketing and advertising;Performing services;Processing payments;

Category of information	Specific piece of information	Where we get this information	How we use this information
Identifying information	Billing address	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions. <ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Identifying information	Phone number	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.

Category of information	Specific piece of information	Where we get this information	How we use this information
Identifying information	IP address	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Identifying information	Email address	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Identifying information	Device identifier	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities;

Category of information	Specific piece of information	Where we get this information	How we use this information
Identifying information	Account name	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions. Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Identifying information	Social Insurance Number	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Financial information	Card expiration date	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into;

Category of information	Specific piece of information	Where we get this information	How we use this information
Financial information	Credit card or debit card number	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions. <ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Financial information	Card CVV (security code)	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration;

Category of information	Specific piece of information	Where we get this information	How we use this information
Financial information	Bank account number	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Verifying customer information; Verifying position and quality of ad impressions. Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Characteristics of protected classifications	Age	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Commercial information	Products or services purchased, obtained or considered	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments;

Category of information	Specific piece of information	Where we get this information	How we use this information
Internet or other electronic activity	Search history	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions. Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.
Internet or other electronic activity	Information regarding your interaction with our website or application	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.

Category of information	Specific piece of information	Where we get this information	How we use this information
Sensitive personal information	Geolocation information	<ul style="list-style-type: none"> Information submitted by the consumer. 	<ul style="list-style-type: none"> Analytics; Auditing compliance; Auditing transactions that the consumer has entered into; Enforcing our Terms of Service; Marketing and advertising; Performing services; Processing payments; Protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for such activities; Providing customer service; Undertaking internal research for technological development and demonstration; Verifying customer information; Verifying position and quality of ad impressions.

With whom we share your personal information

We share the personal information below with the following third parties for the following reason(s):

Category of personal information shared	Specific piece of personal information shared	Categories of third parties with whom personal information is/was shared	Reason(s) for sharing
Identifying information	Name	<ul style="list-style-type: none"> Data analytics providers; Email marketing vendors; Email service providers; Financial transactions processors; Hosting providers. 	<ul style="list-style-type: none"> To host our website; To analyze your interactions with us or our website; To market to you via email; To manage our interactions with you; To process transactions.
Identifying information	Postal / Shipping address	<ul style="list-style-type: none"> Data analytics providers; Email marketing vendors; Email service providers; Financial transactions processors; Hosting providers. 	<ul style="list-style-type: none"> To host our website; To analyze your interactions with us or our website; To market to you via email; To manage our interactions with you; To process transactions.

Category of personal information shared	Specific piece of personal information shared	Categories of third parties with whom personal information is/was shared	Reason(s) for sharing
Identifying information	Billing address	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Identifying information	Phone number	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Identifying information	IP address	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Identifying information	Email address	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.

Category of personal information shared	Specific piece of personal information shared	Categories of third parties with whom personal information is/was shared	Reason(s) for sharing
Identifying information	Device identifier	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Identifying information	Account name	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Identifying information	Social Insurance Number	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Financial information	Credit card or debit card number	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.

Category of personal information shared	Specific piece of personal information shared	Categories of third parties with whom personal information is/was shared	Reason(s) for sharing
Financial information	Card expiration date	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Financial information	Card CVV (security code)	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Financial information	Bank account number	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Characteristics of protected classifications	Age	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.

Category of personal information shared	Specific piece of personal information shared	Categories of third parties with whom personal information is/was shared	Reason(s) for sharing
Commercial information	Products or services purchased, obtained or considered	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Internet or other electronic activity	Search history	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Internet or other electronic activity	Information regarding your interaction with our website or application	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.
Sensitive personal information	Geolocation information	<ul style="list-style-type: none"> • Data analytics providers; • Email marketing vendors; • Email service providers; • Financial transactions processors; • Hosting providers. 	<ul style="list-style-type: none"> • To host our website; • To analyze your interactions with us or our website; • To market to you via email; • To manage our interactions with you; • To process transactions.

How we protect your information

We have implemented the following measures to protect and safeguard your personal information:

- Limiting the amount of personal information that we collect to strictly necessary only;

- Using ssl or other secure connection technologies when receiving or sending personal information beyond internal networks;
- Screening all employees with access to personal information;
- Training our employees;
- Requiring our employees to sign confidentiality agreements;
- Implementing and monitoring intrusion prevention and detection systems;
- Maintaining up-to-date software and safeguards;
- Performing regular due diligence of vendors;
- Implementing physical security measures.

Cookies

A cookie is a small piece of data sent from a website and stored on your device by your browser. This Website collects cookies. Please visit our Cookie Policy to learn more about what cookies we collect, why we collect them, and how to change your cookie settings.

Children's privacy

This Website is intended for use by a general audience and does not offer services to children. Should a child whom we know to be under 18 send personal information to us, we will use that information only to respond to that child to inform him or her that they cannot use this Website.

Your Rights

All visitors and users of this Website have the following rights with regard to their personal information:

1. Access. The right to access the personal information that we have collected about you;
2. Rectification of information. You have the right to request that we amend any of the information that we have collected on you;
3. Withdrawal of consent. You have the right to withdraw your consent to the processing of your information;
4. Lodge a complaint. You have the right to lodge a complaint regarding our collection, sharing and processing of information with competent authorities in the proper jurisdiction.

Exercising your rights

You may exercise the rights specified above by submitting a consumer request to the person accountable for our privacy practices and policies, whose contact information is below.

We will need to verify your identity prior to effectuating your request. To verify your identity, you will need to provide us with the following information with your request:

- Name;
- Email address.

Please note that we may be unable to process your request if you do not provide us with the above information.

We will respond to most consumer requests within 30 days of receipt. However, some requests may take longer. We will notify you in writing if we need more time to respond (up to an additional 30 days). We have the ability to deny your request(s) if certain exceptions in the law apply. If we do deny your request(s), we will provide you with the reasons for such denials.

Accountability

The following person is accountable and responsible for our privacy practices and procedures:

Renee Ford
Executive Director
(416) 447-8703
renee@deanfrench.com

You may lodge a complaint with us by contacting the person accountable and responsible for our privacy practices and procedures at the contact information above. You may also lodge a complaint with the Office of the Privacy Commissioner of Canada by visiting [this page](#) or calling 1-800-282-1376.

Third-party websites

This Website may contain hyperlinks to websites operated by parties other than us. We provide such hyperlinks for your reference only. We do not control such websites and are not responsible for their contents or the privacy or other practices of such websites. It is up to you to read and fully understand their Privacy Policies. Our inclusion of hyperlinks to such websites does not imply any endorsement of the material on such websites or any association with their operators.

Do Not Track

Do Not Track is a preference you can set on your browser to inform websites that you do not want to be tracked. We do not support Do Not Track ("DNT"). You can either enable or disable Do Not Track by visiting the Preferences or Settings page of your browser.

Transferring Data

We plan to transfer data to the United States. This means that your information may be processed in a country outside of Canada and it may be accessible to law enforcement authorities and national security authorities of that country and jurisdiction.

Changes to Privacy Policy

We reserve the right to amend this Privacy Policy at any time. We will notify you of any changes to this Privacy Policy by posting the updated Privacy Policy to this website or application.

Questions

If you have any questions about this Privacy Policy, please contact us at dean@deanfrench.com.