



**BNI Canada**

**Privacy Statement**

**(Short Form)**

*Last revised: October 14, 2004*

**BNI Privacy Policy**

***BNI International Standards for Protection of Privacy*  
Use of Confidential, BNI Member Information**

1. Membership information cannot be sold to a third party for any reason.
2. Appropriate contact information for members may be given out to people requesting a referral for that profession. Referrals should be funneled through the local Director. If the National Office has any reason to believe that the referral hasn't been followed up on, they may do so after seven days.
3. When BNI Member information is available to the public over the internet, the website must have an 'opt-out' or 'opt-in' ability for the member. Listing of membership data (if done) must be done on a Regional basis and not a National level.
4. BNI Directors, National Offices, and BNI HQ should not conduct any kind of group solicitation of members for non-BNI related interests or opportunities.
5. Member Communications from BNI HQ will address global issues that have an effect on the worldwide membership including, but not limited to: organizational statistics, new or revised organizational policies & guidelines (approved by the International Board of Advisors), and announcements about BNI Conferences held around the world. These communications will be sent out to all Directors in advance for their review. Translations of this communication from ND's may be requested by HQ as necessary.
6. Member Communications from National Offices will address national issues, including, but not limited to: organizational statistics for the country, membership promotions, dues information/changes, National Conferences and Director evaluations. These communications will be sent out to all Directors in advance for their review.
7. Member Communications from Local Offices will address issues that have an effect on the individual Chapters including but not limited to: educational and training information, BNI local events, Chapter statistics, and local success stories for the knowledge and benefit of members.
8. No office may send out communication that attempts to undermine the authority of any other BNI party.
9. BNI HQ, National Offices, and Franchisees may automatically include all members in their respective on-line newsletters as long as they have an "opt-out" feature for the members.
10. Membership information belongs, or is accessible to, Franchisees (for their franchises), National Offices (for their country), and HQ for all Regions.
11. All current Franchisees have rights to the information from their franchise and it cannot be taken away from any current Franchisee of BNI for any reason.

12. Complaints regarding privacy violations must be reviewed by an appropriate independent organization. In Europe, that body will be the European Data Protection Panel or some other 'approved' agency.

*In Canada, the Federal body is the Privacy Commissioner, Personal Information Protection and Electronic Documents. (PIPEDA)*

### **BNI Canada Privacy Standards**

BNI Canada is subject to privacy legislation in all of the provinces in which it does business. In accordance with the requirements of this legislation, we have developed a privacy statement, which sets out the principles by which BNI Canada will be governed as we move forward in the future.

One of the principles general to this legislation is accountability. The principle is managed by appointing a privacy officer for BNI Canada and having in force a privacy policy directing our behaviour with respect to the privacy rights of our staff, members and referral clients and other parties who we might regularly deal with. We ask that you review the BNI Canada privacy statement in detail so that you understand the new rules by which our organization, our members, and indeed all organizations in Canada will be governed.

For the purposes of your membership in BNI Canada Inc., we wanted you to be aware in particular of the consent principle, the security principle and the retention principle.

### **Consent**

An organization requires consent of an individual to collect, use or disclose their personal information except where the collection, use or disclosure is permitted or required by law without consent. Consent may be implied in certain circumstances except in the province of Quebec. A corresponding principle to consent is knowledge; individuals must be notified of the purposes for which the organization will collect, use or disclose the personal information at the time of the collection, or prior to use or disclosure of the personal information. For your reference, personal information generally refers to any information about an identifiable individual. The exception is found in Alberta and Quebec where even business contact information is considered 'personal information'.

As BNI members, we rely on your implied consent [except in Quebec] to disclose your personal information as part of the referral process, since this is the very reason that you have become a member of BNI Canada.

In the case of the referral information from an individual outside the organization, we will rely on you, as the BNI member, to obtain the appropriate form of consent before disclosing the personal information to any other body within BNI. The BNI referral slip is the formal method for BNI members to share the personal information about a potential referred person to another BNI member. To stay in compliance with the privacy legislation, we now require that the BNI referral slip be accurately completed prior to passing along the referral to another member. Furthermore in Alberta and Quebec, we ask members to hand out companion card to the referred person, outlining how the referred person's personal information will be used within the BNI word of mouth referral process.

We must ensure the rights of referred persons by obtaining their consent to pass along their personal information as a referral to another BNI member. As a BNI member you are now

required to conform to the appropriate form of obtaining consent as outlined by your BNI Chapter leadership team and BNI Regional Directors.

These newly added steps will further protect the privacy rights of referred persons and it will enhance the overall integrity of the BNI referral process.

### **Security**

An organization is required to provide appropriate safeguards for security over personal information. As an organization, BNI Canada will provide all possible means of protecting the security of its member's personal information and will not sell, distribute or transmit the personal information, including business contact information, to any party for any purpose except for the purpose of a) generating referrals for the member, b) for use by a third party service contractor to BNI, (as in website management), c) or as required by law.

As BNI members, you have access to personal information of referred persons through the BNI referral process. We will therefore require that you provide appropriate security over that personal information by keeping it (the completed referral slips) in a secure and or locked facility. When transporting the completed referral slip(s) to the chapter meeting, the slips should be kept secure and the information transmitted only on a need to know basis. Generally, the referral slip, and or its accompanying personal information about a referred person, will only be transmitted to, a) the appropriately referred BNI member and to b) the Vice President of the chapter.

Specific instructions and training will be provided to each BNI Chapter Education Coordinator, Vice President and Membership Committee, with respect to collection, secure management and transmittal of personal information collected. We aim toward protecting the privacy rights of individuals while enhancing the productivity, integrity, and effective operations within the BNI chapter.

### **Retention**

Different jurisdictions have different specific guidelines about how long personal information must be kept. BNI Canada has developed procedures for the retention of personal information, which is the source of a referral.

A) Referred Person's Personal Information. Referral Slip information is to be kept by the referring BNI member no longer than 90 days after the referral is transmitted. The Chapter Vice President shall keep this Referral Slip Personal Information for no longer than 6 months after the referral has been transmitted at the chapter meeting. During this time, the Referral Slips must be kept in a secure location with the Chapter Vice President or the Chapter President. Disposal of the Referral Slip information must be done under proper guidelines to ensure that there is no improper access to the information during the time of disposal.

B) BNI Member Personal Information Business contact information maintained by BNI Regional and or National Offices will be stored in secure computer data bases and in some instances on-line in BNI regional web sites. This information will be kept current until one year after the BNI member has left BNI. Then, this business contact information will be secured in an 'in-active' computer file of BNI.

Any questions regarding these principles should be forwarded to BNI Canada's, Privacy Officer, (Email [privacy@bnicanada.ca](mailto:privacy@bnicanada.ca)) or to your BNI Region's Director.