**PRIVACY POLICY**

The IgniteDigital 2021 - Fast Forward. Reimagining the Future: Emerging Stronger (the “Conference”) and The IBPA Conference Society have developed policies and procedures to protect the website users’ personal information and to ensure that they comply with the current applicable privacy legislation.  The Conference and The IBPA Conference Society reserve the right to amend the terms and conditions of the privacy policy at any time and therefore registered guests and website users are encouraged to read this section from time to time for possible changes.  Any amendments to the terms and conditions will be posted on the “Privacy Policy” page of https://ignitedigital.vfairs.com/ the “Website”).

CONSENT TO COLLECT, USE AND DISCLOSE PERSONAL INFORMATION:

At the time of registering for the Conference, the following personal information will be collected on the Website:

* full name
* e-mail address.
* main telephone numbers.
* home address.
* Country of residence.
* Gender.
* business information, and
* other personal information as defined under the applicable Canadian privacy legislation.

The Conference may aggregate the data (including personal information) it collects and subsequently use and/or disclose the personal information for each registered guest, whether in aggregate anonymized form or otherwise, for registration and planning purposes.

Personal information will not be disclosed or disseminated to third parties, except where required by law or otherwise provided herein. In the normal course of business, the Conference may disclose some personal information to service providers, sponsors, partners and suppliers.

By consenting for communications for the Conference and providing personal information, each registered guest hereby consents to the collection, use and disclosure of his/her personal information with various Alliances (whether now formed or hereafter created) and third parties who support the mandate or the Conference (including the Aga Khan Council for Canada and the boards and portfolios existing thereunder and Event sponsors and partners).

USE OF PERSONAL INFORMATION

The Conference may use your personal information collected for the following reasons:

* to communicate and/or deliver information and services to the registered guest regarding the Conference and such third parties;
* for planning purposes including, without limitation, to assist with the creation, review and implementation of programs, services and measures intended to benefit the Shia Imami Ismaili Muslim community in Canada and throughout the world;
* to conduct statistical analysis necessary to further assist the Conference and Alliances and the above mentioned third parties in fulfilling their mandates;
* to improve Website features and content;
* to analyze Website usage;
* to send promotional materials and other information;
* to respond to comments or questions; and
* to provide customized content to each registered guest based on the information provided his/her activities on the Website.

PROTECTION OF PRIVACY AND PERSONAL INFORMATION

The IBPA Conference Society is committed to protection of privacy and all personal information will be kept secure and confidential.  Any concerns, questions or requests regarding the collection, use, disclosure or deletion of personal information can be directed to The IBPA Conference Society.

In the event of any privacy breaches, The IBPA Conference Society shall make the necessary disclosure pursuant to applicable law.

USE OF COOKIES

When navigating the Website, small files called ‘cookies’ may be attached to the web browser. The IBPA Conference Society may use the following types of cookies:

* Session:  These are used as an integral part of the identification process for some of The IBPA Conference Society’s online applications. This is for security purposes to verify the identity of the guest and to provide the registered guest with his/her confidential account information during an online session. No personal information will be stored in session cookies and when the registered guest logs off his/her session, the cookie will no longer be valid and will be discarded upon closing the browser.
* Persistent cookies:  These are more permanent and can be re-read when the registered guest returns to the site on their computer. This information will be written onto the user’s hard drive and will remain there until the expiry date of the cookie. They are used to identify and provide personalized features (for example, to help The IBPA Conference Society remember which official language the registered guest prefers) and for tracking traffic patterns to and from the Website.

RETENTION OF INFORMATION

The Conference shall retain personal information within the digital platform for 1 year and as required by law, after which time, the information will be deleted and destroyed, unless the participant continues their participation in the Conference platform.

Last modified: November 24, 2021 Calgary, Alberta, Canada.