

Privacy Policy

The BayBridge Group Of Companies (collectively, “Amica”, “us”, “we”) is committed to protecting your privacy whether you are browsing or requesting information, or conducting business with us through electronic channels. This Privacy Policy describes the information gathering and dissemination practices for our websites, including the types of information we collect and how we may use that information. In summary, we do not obtain any personally identifying information about you other than what you choose to provide.

Thank you for visiting a Amica website and reviewing our Privacy Policy. Respecting your privacy and protecting your personal information is a priority for us.

Use And Disclosure Of Personal Information

You can visit our websites without telling us your name or revealing any personal information. In certain parts of our website, we may ask you to provide your name or other personal information so that we can provide you with information that you requested, respond to feedback you provided or registration information you provided for one our events (e.g. Residence tour). We will only use and/or disclose personal information in order to:

1. Understand and meet your needs and preferences;
2. Develop new and enhance existing service and product offerings;
3. Manage and develop our business and operations; and
4. Meet legal and regulatory requirements.

We make significant efforts to ensure that the personal information you provide to us remains private. We will not sell, rent, or otherwise disclose the personal information you provide to us through the website to third parties unless we are required to do so by law. We may share anonymous aggregated data with other companies that we do business with for market research purposes. For example, we may report to our advertising agency that a certain percentage of our website’s users are Ontario residents between the ages of 40-60.

Information Collected

When you browse or download information from our websites, our servers automatically collect limited amounts of standard information for traffic monitoring and statistical purposes. The information is analyzed for operational trends, performance, and for ways to improve our sites. Amica cannot determine your identity from this information.

We collect the following standard types of information:

When you visit our website, your Internet browser will automatically send us your Internet Protocol (“IP”) address and general information about your Amica website use (e.g. type of browser you use, date and time you accessed our Site, what pages you visited, keywords entered into the search engine). We may use this information to tailor your experience on our website, to display content customized to your preferences, and to otherwise administer the websites.

Like many companies, we use cookies and web analytics. A cookie is a small text file that is stored on your computer to help us make your visit to our website more “user friendly”. Cookies used by Amica are encrypted to ensure the information in cookies is unreadable to anyone except Amica.

We use web analytics services including Google Analytics to help analyse the use of our websites. These tools use cookies to collect and generate information about your visits to our websites (including your IP address) that is transmitted to our servers in an anonymous form for processing. We study patterns of website activity so we can improve the experience of visitors to our websites. The use of these tools does not allow us or our analytics service providers to identify you.

You can opt-out of analytics activity by setting your browser to notify you when a cookie is sent and block analytics cookies if desired. Please consult your browser’s Help Menu for instructions.

What happens when you send us personal information online?

You may choose to provide us with personal information such as your name, address, phone number and e-mail address, if you wish to:

- submit an e-mail, comment, feedback, question, request or subscribe for information online; and/or
- request a service or attend one of our events.

When you visit our websites, any personal information you provide will be used to respond to your message and/or provide you with the requested service. At the time the information is collected, you will have the opportunity to select the specific types of information you wish to receive.

If you would prefer not to receive electronic communications from us, you can opt out at any time by sending an e-mail to unsubscribe@amica.ca.

Privacy Related Complaints

If you believe that Amica has not complied with this Privacy Policy you may submit your feedback through our [Tell Us How We Are Doing System](#).

Links To Other Websites

Our website may offer links to other websites. It is the responsibility of the user to know when you leave our website and to read the privacy policies of the website you visit. Please be aware that we are not responsible for other companies' policies or practices.

Security

Amica's security practices are continually evolving to ensure that the integrity and confidentiality of information and systems are maintained. We use up-to-date security safeguards to protect our networks and websites from misuse, alteration, copying, disclosure, destruction, monitoring or unauthorized sharing of information and damage. Amica's safeguards include the use of security software and encryption protocols and involve physical, technical and procedural controls to protect information behind our firewall.

Changes To The Privacy Policy

Amica approaches electronic communications with a strong commitment to individual privacy rights and concerns. As the Internet evolves, our policy will

continue to change and develop. We therefore reserve the right to amend this Privacy Policy at any time with or without notice. Please check this page periodically for changes.