



Manitoba Pork Council

PRIVACY PROTECTION PLEDGE

We want to ensure that we comply with the legal obligations imposed by the federal government's *Personal Information Protection and Electronic Documents Act* ("**PIPEDA**") regarding the collection, use and disclosure of personal information in commercial activities.

That is why we have developed this Privacy Protection Pledge. We want you to understand the purposes for which we collect personal information. We also want to ensure that, where required, we have your consent to continue to collect, use and disclose your personal information for these purposes.

We have also developed a Privacy Policy, which specifies and describes the principles and guidelines that we have adopted for the collection, use, disclosure and retention of personal information.

The following is a brief summary of our privacy practices:

What is personal information?

Personal information is any information, recorded or unrecorded, that can be used to identify, distinguish or contact a specific individual. As a result, PIPEDA applies to registered producers who are sole proprietors and to individuals carrying on business as a partnership. PIPEDA does not apply to registered producers who are incorporated, including Hutterite Colonies.

Personal information about a specific individual can include facts about, or related to, the individual, as well as the individual's opinions or beliefs, the fact that an individual (including individuals who operate as a partnership) is a producer, and particulars with respect to the district, and legal land description, all constitute "personal information". On the other hand, personal information does not include publicly available information (for example, names, addresses and telephone numbers which are published in telephone directories) or the name, title, business address and telephone number of an employee of an organization.

Why do we collect personal information, and how do we use it?

In carrying on our activities as a regulator under The Farm Products Marketing Act (Manitoba) (the "**Act**"), we collect personal information about individual producers, the directors, officers and employees of corporate producers, the organizations (including processors) such producers market their product to, and other individuals in the industry (including suppliers and independent contractors) with whom we interact (collectively, the "**Producers and other Stakeholders**"). For example, personal information that we would typically collect in this regard regarding a producer would include that producer's name, contact information, legal description of that producer's land, description of that producer's buildings and equipment, producer number, district, on-farm food safety, animal care and facility inspection reports, and

production and marketing activities. Depending upon the circumstances, we may need to collect additional personal information.

We respect your privacy, which is why we collect and use personal information only for the following purposes:

1. To effectively regulate and promote the marketing of the regulated product, and to otherwise achieve the purposes set out in the Manitoba Hog Producers Marketing Plan Regulation (the "**Plan**");
2. To administer the democratic control system established under our Administration By-law, including the holding of meetings and the conduct of elections;
3. To administer programs established pursuant to Orders and Regulations made under the Act;
4. To meet obligations imposed on us under the Plan;
5. To participate in cooperative programs operated in conjunction with other provincial or federal regulatory or supervisory authorities;
6. To comply with legal and regulatory requirements in administering the Plan;
7. To assist provincial and/or federal authorities in the event of an emergency such as an animal disease outbreak;
8. To identify the Producers and other Stakeholders;
9. To establish and maintain responsible relationships with the Producers and other Stakeholders;
10. To otherwise know the Producers and other Stakeholders, so that we can better discharge our responsibilities under the Plan; and
11. To protect the Producers and other Stakeholders, other organizations and us against error and fraud.

We collect information only by lawful and fair means, and not in an unreasonably intrusive way. Wherever possible, we try to collect your personal information directly from you.

When do we disclose personal information?

There are a variety of circumstances where we may need to disclose some personal information about Producers and other Stakeholders. For example, we may disclose the personal information of a Producer or other Stakeholder to:

1. a third party where such disclosure is required in order for us to effectively control, regulate and promote the marketing of the regulated product, and to otherwise achieve the purposes set out in the Plan; or
2. The Manitoba Farm Products Marketing Council (the "**Farm Products Marketing Council**") as part of the exercise of its supervisory function; or
3. a third party where such disclosure is required in order for us to deal with any appeal issued by a person to the Farm Products Marketing Council; or
4. a third party where such disclosure is required in order for us to administer programs established pursuant to any Order or Regulation made under the Act, including disclosure to an Inspector under the Act and to Manitoba Justice as part of the enforcement of any such Order or Regulation; or
5. a third party where such disclosure is required in order for us to effectively administer the democratic control system established under our Administration By-law including, in relation to the holding of meetings and the conduct of elections, disclosure to:

- (i) a third party who is named on a list of individuals eligible to vote in an election of members to the Manitoba Pork Council contemplated in the Plan, a copy of such list; or
 - (ii) a third party who is named on a list of individuals eligible to hold office as a member of the Manitoba Pork Council, a copy of such list; or
6. a third party where such disclosure is required in order for us to meet obligations imposed on us under the Plan or to comply with legal or regulatory requirements in administering the Plan; or
 7. a third party where such disclosure is required in order for us to participate in cooperative programs operated in conjunction with other provincial or federal regulatory or supervisory authorities; or
 8. a third party which is a not-for-profit organization and whose mandate includes advancing the interests of persons who are producers and/or the industry that the producers are part of; or
 9. a third party where such disclosure is required in order to assure a continuous supply of the regulated product for the market or to monitor the transportation of any regulated product; or
 10. a third party where such disclosure is required in order to deal with any application initiated by a producer; or
 11. a third party where such disclosure is required as a result of any positive or negative inspection report in relation to a producer's facilities or in connection with any quality assurance, disease, health or animal welfare concerns impacting on the industry; or
 12. a third party who is a producer, the current information of all producers (which would include the name and address, district and land location for each producer); or
 13. a third party who requires such information in order to assist us in our general administration and/or business operations (which includes record keeping and fee and penalty collection); or
 14. a third party who requires such information in order to assist us in providing services to any Producer or other Stakeholder; or
 15. a third party who requires such information and who is affiliated with or otherwise related to us; or
 16. a public authority or agent of a public authority if, in our reasonable judgment, it appears that there is imminent danger to life or property and/or imminent threat to the life, health or security of an individual, the general public and/or livestock, as a result of an animal disease outbreak or otherwise which could be avoided or minimized by the disclosure of the information; or
 17. a third party where a Producer or other Stakeholder has consented to such disclosure; or
 18. a third party where such disclosure is required or permitted by law.

Any disclosure of your personal information that is contemplated in any of items 1 to 18, both inclusive, will, where appropriate and reasonably possible under the circumstances, be made on a confidential basis. We use contractual or other means to protect the disclosed information and to make sure that the information is used only for the purpose(s) for which it was disclosed.

In certain circumstances, we may also have to collect, use or disclose your personal information for our protection. For example, we may do so when collecting levies and penalties or in enforcing Regulations or Orders made under the Act, or in cooperating with other provincial or federal regulatory or supervisory authorities.

We will not disclose your personal information to any third party for the purpose of enabling them to market their products and/or services to you without first seeking your expressed consent to do so.

How do we protect your personal information?

In order to protect your personal information, we will:

1. Not collect, use or disclose your personal information for any purpose other than those identified above, except with your further consent. Consent for any of the identified purposes or for any additional purpose can be provided in writing, orally or electronically. Consent can be express or it may be implied in appropriate circumstances;
2. Protect your personal information with security safeguards that are appropriate to the sensitivity of the information;
3. Protect the confidentiality of your personal information when dealing with other organizations;
4. Use reasonable efforts to keep your personal information as accurate and up-to-date as is necessary for the purposes for which it is to be used and/or disclosed. Your assistance in keeping your personal information up to date is greatly appreciated; and
5. Respond to any request you may make for access to your personal information. We will need specific information from you to verify your identity before we can respond to your request. In addition, there may be instances where we will not be able to provide you with the personal information that you have requested. If we deny your request for access to your personal information, we will provide you with an explanation in writing.

What are your choices?

We would like to have your consent to continue to collect, use and disclose your personal information in order to regulate and promote the marketing of the regulated product. Subject to reasonable notice, you may withdraw your consent for us to continue to collect, use or disclose your personal information for any particular purpose at any time, but such withdrawal would not be effective if we are required by law to collect, use or disclose any of your personal information or if such collection, use or disclosure is a term of any agreement or understanding we have with you in operating our programs. Additionally, such withdrawal may limit your access to Industry information and our ability to ensure that you receive your full benefits and entitlements under the regulations, orders and programs operated by us.

We are required under the Plan to keep and maintain at our office a register containing the name and address of each registered producer and the location of the facility or facilities used by each registered producer. Our Orders and Regulations also require us to keep informed about and to monitor production and marketing activities involving the regulated product. Our activities, in turn, are supervised by the Farm Products Marketing Council and we are required to submit certain information to the Farm Products Marketing Council. If our collection, use or disclosure of your personal information is necessary to administer the Plan, any attempt by you to withdraw consent to our continued collection, use and disclosure of your personal information may result in the suspension or cancellation of your registration.

Notwithstanding the above, any individual registered producer may ask to have his/her name removed from the List of Registered Producers which we prepare from time to time.

Otherwise, we will assume that we have your consent to include your personal information on our List of Registered Producers and to otherwise collect, use and disclose your personal information (including personal information that we have previously collected) for the identified purposes and in a manner consistent with our Privacy Policy.

Finally, please note that our Privacy Policy only applies to an individual's personal information and not to information relating to a corporation or information that has been aggregated or anonymized.

If you have any questions or concerns about our privacy practices, please contact our Privacy Officer by:

1. Telephone: (204) 237-7447
2. Mail: 28 Terracon Place
Winnipeg, Manitoba R2J 4G7
Attention: Julie Baird
Privacy Officer
3. Email: jbaird@manitobapork.com

For a copy of PIPEDA or to contact the Privacy Commissioner of Canada, please visit the Office of the Privacy Commissioner of Canada's Internet web site at: www.privcom.gc.ca