

Privacy Policy

Your privacy is important to us. All personal information collected by ICBC is governed by our [Privacy Policy](#).

This Privacy Statement describes the information we collect via the ICBC Customer Advisory Panel Web site (www.icbcadvisorypanel.com), how we collect and use that information and how we protect your privacy.

What personal information we collect

- We do not collect personal information unless our Web site visitors volunteer it.
- When you complete online transactions or enter our online surveys or contests, we may collect personal information such as your name, address, e-mail address and your internet IP address.
- When you voluntarily send us electronic mail, we collect your email address, your internet IP address and your message so that we may reply to you.
- We use cookies on this website only in those areas which contain an express statement regarding their use.

What session information we collect

- We keep no individual visitor data.
- When you visit the Web site, our web server may automatically collect a small amount of information to help us manage and improve our Web site. This information is aggregated, and never used for individual tracking. It would only be used to report our visitors' collective viewing habits and technical environment (e.g., browser type).
- Our Web site service provider advises us that no cookies are stored on visitors' computers as a result of session information collection.

How we protect and use the personal information that we collect

- ICBC collects personal information from the public via the ICBC Customer Advisory Panel website only for the following purposes:
 - (a) to conduct quantitative or qualitative marketing and social research;
 - (b) to understand respondent opinions to establish their suitability for further quantitative and qualitative marketing and social research; and
 - (c) to better understand respondent opinions by grouping respondents with similar characteristics (e.g., age, gender, location).
- ICBC's collection, use, disclosure and retention of information complies with the provisions of the *Freedom of Information and Protection of Privacy Act*. Collected information is used only by authorized ICBC staff or the staff of its authorized agent with respect to this Web site, Vision Critical Communications Inc., to fulfil the purpose for which it was originally collected, or other purposes which will be described in the transaction you are completing.
- We will not sell or trade any personally identifiable information that may be collected from our Web site and will not disclose such information to third parties except as authorized by law.
- Your opinions will be held in complete confidence. You may choose at any time not to participate in a survey. If you choose not to participate in a number of surveys, your membership in the panel may be discontinued. At any point, you may opt out of membership in the research panel.

- If you send us electronic mail via our Web site, your message is stored as business correspondence accessible only to authorized ICBC Web site staff.

Caution

- E-mail you send to us is not encrypted. Your e-mail may be intercepted by other Internet users, without your knowledge or permission, while in transit to us. Therefore you should not e-mail us information that you consider confidential.

Changes to this Privacy Statement

ICBC may revise this Privacy Statement from time to time to reflect changes to our Web site. As a result, you should visit this page periodically to review the contents.

Links to other sites

Our Web site may contain links to other Web sites. Please be aware that privacy policies vary from site to site. We are not responsible for the privacy practices of other Web sites to which our site may link.

Questions or concerns?

For more information about this privacy statement, please [contact us](#).