

# Privacy Policy.

Last Updated: November 13, 2023

Certified Port Executive Program (“CPEP”) provides innovative and strategic training programs that support the development of competitive seaports and marine terminal operators by contributing to the professional development of the senior management in the organizations.

This Privacy Policy applies to personal information collected through our website, online portal, through social media and from our clients as applicable (the “Services”).

In this Privacy Policy:

- “we/us/our” means CPEP;
- “participant” means any/all participants who inquire about or participate in the CPEP.

What is Personal Information?

For the purposes of this Privacy Policy, “Personal Information” means information about an identifiable individual including business or professional contact information such as the individual’s name, position name or title, work address, work telephone number, work fax number or work electronic address.

Consent to Privacy Policy Terms

By using our Services or registering to receive email communications from us, you acknowledge and consent to the use of this information in accordance with this Privacy Policy.

Children

By using our Services, you confirm that you are at least 18 years of age or older and have legal capacity to consent to the collection, use and disclosure of your personal information.

How Do We Collect and Use Personal Information?

When you visit our electronic addresses, use or request our Services, we may collect personal information or other information that you choose to provide.

Personal information that is collected from you may include:

1. Contact and Personal information
  1. Legal Name
  2. Address
  3. Birth month, birth year and/or age
  4. Gender identity
  5. Geographical location
  6. Email and telephone numbers
2. Payment information for purchase of resources
3. Communications preferences

Personal Information that is Automatically Collected From You

When you use our Services, we may automatically collect and store certain personal information in server logs. This may include:

1. the type of operating system you use;
2. device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL;
3. cookies or other anonymous identifiers that may uniquely identify your browser;
4. your IP address (a series of numbers that are automatically assigned to your computer when you go online);
5. the date and time you visited the website;
6. which pages you visited;
7. the order you visited the pages;
8. how long you spent on each page;
9. the page you entered the site on; and
10. the last page you looked at before you left.

We may use your personal information to enhance your experience by providing content that is targeted to you.

### Our Purpose For Collecting Personal Information

We collect personal information for the following, non-limited purposes:

1. To facilitate our Services, including targeting of services to your specific needs;
2. To support participants in their training and skill development and career planning;
3. To support candidates in identifying right fit for the program;
4. To support employers in identifying right fit for their employees;
5. To support employers in accessing training programs;
6. To assist CPEP in developing strategies on how to best assist and support participants;
7. To administer participant membership;

Other purposes:

1. To monitor website usage and ensure that content on the website is presented in the most effective manner;
2. In relation to marketing, surveys or other email communications, or
3. As otherwise required or authorized by law.

### How do we Share Personal Information?

Any personal information collected by CPEP may only be accessed, used and shared on a “need-to-know” basis by CPEP staff (including contractors) for the purposes set out in this Privacy Policy. Individuals have only the access they require to perform their specific tasks.

1. For legal reasons. We will share information if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
  1. comply with any applicable law, regulation, legal process or enforceable governmental request;
  2. detect, prevent, or otherwise address fraud, security or technical issues;

3. protect against harm to the rights, property or safety of CPEP and the users of CPEP; or
  4. otherwise for the purpose of obtaining legal advice.
2. With Consent. Other than as set out above, we will share personal information with companies, institutions, organizations or individuals outside of CPEP only when we have your express consent to do so.

## International Data Transfers

By disclosing your personal information, you consent to the disclosure and processing of the personal information outside of your geographical location. To the extent possible, personal information is maintained within Canada. However, personal information may be processed or stored outside of Canada in accordance with applicable law. Such personal information may be subject to disclosure in accordance with the law of the applicable jurisdiction.

We will take all reasonable steps to protect your personal information in accordance with this Privacy Policy.

## Use of Cookies

We use cookies to provide you with a good user experience, tailor content and continually improve our website. For example, we can recognize and remember important information that will make it more comfortable for you to browse our website, such as preferred settings.

## What are cookies and similar technologies?

A cookie is a small file of letters and numbers that our website stores on your browser or the hard drive of your device or mobile device. Cookies perform various tasks (including remembering your preferences) and are an important part of improving your experience of our website.

Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example, to remember your user preferences when you return to the site). First-party and third-party cookies are used to track and record page views, and for targeting and behavioural preferences. Secure cookies are used to encrypt your data during a submission process, and to ensure safe transactions when ordering or purchasing materials.

Our website may also use other similar technologies, such as web beacons, pixel or gif tags, and action tags. Those technologies also collect information that assists us in improving our services, use of our website, advertising and customer communications.

### Google Analytics

We utilize Google Analytics, to better understand your use of our website and services. Google Analytics collects information such as how often users visit the website, what pages they visit and referrals from other websites that contain a link to our website or our URL. Google uses the data collected to track and examine the use of the website, to prepare reports on its activities and provides them to us. Google may use the data collected on the website to contextualize and personalize the ads of its own advertising network. For more information about how Google Analytics handles privacy please see its [Privacy Policy](#).

If you want to opt out of Analytics, please do not use our website.

### Social Media

Our website may include social media features and widgets such as the “Share This” button. These features may collect your IP address, which page you are visiting on our website, and may use cookies. Social media features and widgets and your interactions with these features are governed by the privacy policy of the company providing the service.

### Links to Third-Party Sites

This Privacy Policy does not apply to, and we are not responsible for, the privacy practices of third-party websites that may be linked to or accessible through our website. For example, articles on this site may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

If you submit your personal information to any third-party sites, whether by way of review of articles or otherwise, your information is governed by their privacy policies.

No endorsement of any third-party products or services is expressed or implied by any information, material or content referred to or included on, linked from or to this website.

## How Do We Secure Personal Information?

We are committed to protecting personal information in order to prevent unauthorized access, collection, use, disclosure, copying, modification or disposal or similar risks.

We use reasonable technical and security measures to protect personal information.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect personal information, we cannot absolutely guarantee the security of information.

We will continually review and update our security policies and controls as technology changes to ensure ongoing personal information security.

## Retention

Your personal information is retained for the period of time necessary to meet the purposes set out in this Privacy Policy.

## Email or Marketing Communications

If you wish to opt-out of email or marketing communications you may contact us at [registration@macdonnell.com](mailto:registration@macdonnell.com):

## Accuracy of Personal Information

We use reasonable efforts to keep your personal information accurate and up-to-date. You are responsible for providing updates to your personal information as soon as possible.

## Questions, Corrections or Requests for Access

You may request corrections to your personal information or request access in accordance with applicable legal requirements.

Questions about this Privacy Policy, requests for access to or corrections of your personal information may be made to [registration@macdonnell.com](mailto:registration@macdonnell.com).

## Changes to Privacy Policy

This Privacy Policy is subject to amendment from time to time. Please review this Privacy Policy regularly to stay informed of any updates.