

Privacy & Protection of Personal Information Policy

Purpose

To protect and manage the personal and personal health information collected, used, disclosed, retained, and destroyed while under the control of the Manitoba Liquor and Lotteries Corporation (the Corporation).

Statements

1. The Corporation is committed to protecting the privacy of personal information and personal health information, and is obligated to maintain compliance to *The Freedom of Information and Protection of Privacy Act (FIPPA)* and *The Personal Health Information Act (PHIA)*.
2. The President & CEO has delegated their authority through the appointment of the Vice President, General Counsel & Corporate Secretary as Privacy Officer for the Corporation.
3. The Corporation shall notify the Manitoba Ombudsman of the appointment of, and any changes to, the Corporation's Privacy Officer.
4. Personal and/or personal health information records are retained in accordance with the Corporation's [Records and Information Management Policy](#). Information concerning how this information is managed will be made available upon request.

Privacy Officer Responsibilities

5. The Privacy Officer or their delegate, is required to report a privacy breach to the Manitoba Ombudsman and the individuals(s) affected, if it has been determined that there is a real risk of significant harm to an individual resulting from the breach.

Employee Responsibilities

6. Employees shall engage the Corporation's Privacy Coordinator and/or Privacy Officer prior to collecting, using, retaining, disclosing or destroying personal and personal health information for purposes not previously approved or performed by the Corporation.
7. Employees shall ensure that the collection, use, and disclosure of personal and/or personal health information is for a lawful business purpose and that only the minimum amount of information, reasonably required for the intended purpose, is collected, used or disclosed.
8. Employees shall ensure that an individual's consent (express or implied) has been obtained prior to collecting, using or disclosing any personal or personal health information, unless otherwise permitted by law. An individual's consent is only applicable to the purpose for which the information is being collected, used or disclosed, as such employees shall ensure that new consent is secured prior to personal or personal health information being used for a purpose other than that which was originally identified.

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9. The collection, use, disclosure and destruction of personal and/or personal health information must be performed in a manner that ensures the security and confidentiality of this information is maintained.
10. Any breach of security or privacy must be reported immediately to the Corporation's Privacy Officer.
11. When granting third party services, including business partners, access to the personal and personal health information held by the Corporation, employees shall ensure that the third party has a stated commitment to follow Manitoba privacy laws, applicable federal privacy laws, or laws that offer equivalent protection.

Non-Compliance

12. Failure to comply with this policy and related programs/procedures may result in serious repercussions, including but not limited to; fines to the Corporation; and disciplinary action to employees, up to and including termination.

Definitions

Collection – The gathering, acquiring, recording and/or obtaining personal information from any source by any means, including information that is derived or computed from monitoring activities, behaviours or preferences of patrons, employees, contractors or others.

Consent – Voluntary agreement to the collection, use and disclosure of personal information for defined purposes. Express consent can be provided or obtained verbally, electronically or in writing. Consent can also be “implied” under certain, limited conditions including but not limited to pre-existing business relationships, prior electronic transactions, enrollment in membership programs or when information is publicly available.

Disclosure – Revealing personal information, or personal health information records.

Personal Health Information – As defined in the legislation, recorded information about an identifiable individual that relates to:

- The individual's health or health care history, including genetic information about the individual;
- Provision of health care to the individual;
- Payment for health care provided to the individual,
- and includes;
- The PHIN (personal health identification number) and any other identifying number, symbol or particular assigned to an individual; and
- Any identifying information about the individual that is collected in the course of, and is incidental to, the provision of health care or payment for health care.

Policies are subject to amendment. The approved version of this document is retained by the Policy and Regulatory Compliance Office and shall be the governing version. Upon request, a copy of this policy will be provided in an accessible format.

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Personal Information – As defined in the legislation, recorded information about an identifiable individual, including:

- The individual's name, address, telephone or facsimile number or e-mail address;
- The individual's age, sex, sexual orientation, marital or family status;
- The individual's ancestry, race, colour, nationality, or national or ethnic origin;
- The individual's religion or creed, or religious belief, association or activity;
- Personal health information about the individual;
- The individual's blood type, fingerprints or other hereditary characteristics;
- The individual's political belief, association or activity;
- The individual's education, employment or occupation, or educational, employment or occupational history;
- The individual's source of income or financial circumstances, activities or history;
- The individual's criminal history, including regulatory offences;
- The individual's own personal views or opinions, except if they are about another person;
- The views or opinions expressed about the individual by another person, and
- An identifying number, symbol or other particular assigned to the individual.

Privacy Breach – A privacy breach occurs when there is theft or loss, or unauthorized access, use, disclosure, destruction, or alteration of personal or personal health information.

Privacy Coordinator – This responsibility is assigned to the Corporation's Manager, Records & Information Compliance.

Record – A record of information in any form, and includes information that is written, photographed, recorded or stored in any manner, on any storage medium or by any means including by graphic, electronic or mechanical means.

Use – Refers to the handling of recorded personal or personal health information, including sharing, within the Corporation.

References

[The Freedom of Information and Protection of Privacy Act \(FIPPA\)](#)

[The Personal Health Information Act \(PHIA\)](#)

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Contact Information

Should you have any questions or comments relating to the protection and privacy of personal information, please contact:

Mail: Privacy Coordinator
Manitoba Liquor & Lotteries
1555 Buffalo Pl
Winnipeg, Manitoba
R3T 1L9

Telephone: 204-957-2500 ext. 2552

Email: privacy.compliance@mbl.ca

Executive Responsible

Vice President, General Counsel & Corporate Secretary

Applies To

All Employees

Approved

Original Signed by Manny Atwal

President & CEO

July 4, 2022

Date

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Policy History

Updated On	Revisions	Approved By
Dec. 8, 2023	Updated Privacy Coordinator contact information	Manager, Policy and Regulatory Compliance
Jul. 4, 2022	New Template, Added employee and privacy officer responsibility sections	President & CEO
Oct. 29, 2019	Changed executive responsible	President & CEO
Jul. 26, 2016	Changed executive responsible	President & CEO
Mar. 28, 2016	New Template, Renamed Policy from “Privacy” CAI – 011	President & CEO
Mar. 12, 2010	New Logo, removed - Guidelines for the Protection of Personal Information in Information Technology Outsource Contracts from appendix.	President & CEO
Nov. 8, 2005	CPA – 004	President & CEO

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