



**The Medicine Hat Shopper:**

922 Allowance Ave. S.E.  
Medicine Hat, AB T1A 3G7  
PH: 403.527.5777  
FAX: 403.526.7352

**The Lethbridge Shopper:**

234 - 12th Street B North  
Lethbridge AB, T1K 2H7  
PH: 403.329.8225  
FAX: 403.329.8211

# ***YOUR PRIVACY MATTERS TO US...***

**OUR COMMITMENT:**

To our customers is to respect and protect the privacy of your personal information. We will control the collection of, use, disclosure and retention of all personal information provided to us by our customers.

**COLLECTION OF YOUR PERSONAL INFORMATION:**

To supply you with the products and services you require, we will collect your name, address, telephone number and any other information as may be necessary to serve you.

**USE OF YOUR PERSONAL INFORMATION:**

Your information will be used as required to maintain ongoing services. We may contact you about your account or service or new services. We may contact you to conduct market research in an effort to continue to improve our products and services.

**DISCLOSURE:**

Your information may be shared within our newspaper group to serve you effectively. It is our policy not to disclose your personal information to any third parties, except where directed in the privacy legislation, or with your consent. Our customers will be notified of any changes to this policy

**RETENTION OF YOUR PERSONAL INFORMATION:**

\* SEE EXCEPTIONS \*

Your personal information will be retained only as long as we need it to effectively provide products and services to you and for a reasonable time thereafter as other business rules apply.

**EXCEPTIONS:**

There are exceptions outlined in PIPA (Personal Information Protection Act) and The Shoppers follows PIPA in all policies concerning personal information. Our privacy policies vary in some areas pertaining to disclosure and retention. Ask for further details relating to credit accounts and our payroll department. To expand our circulation, we may provide a third party with our subscribers' phone numbers to ensure that our customers are not contacted unnecessarily

FOR MORE INFORMATION - OR DETAILS ON OUR POLICIES CONCERNING THE PROTECTION OF YOUR PERSONAL INFORMATION PLEASE CONTACT:

SOUTHERN ALBERTA NEWSPAPERS by

Phone: 1-866-380-5284

Fax: 1-866-380-3106

Email: [dleslie@my403.com](mailto:dleslie@my403.com)

Or by mail:

Box 670

Lethbridge, AB

T1J 3Z7