

Retail Marketing and Privacy:

Reaching Your Customers and Respecting the Rules

Vancouver, British Columbia

September 21, 2007

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2007



Retail Council of Canada (RCC)

- “Voice of Retail” in Canada since 1963.
- Represents over 40,000 retail storefronts across Canada.
- Represents national and regional chains, department stores, discount retailers, specialty stores, independent retailers and on-line merchants.
- Speaks for an industry that now employs over 2 million Canadians. The #1 employer in 7 Canadian provinces.
- Has a number of active, member-driven committees including our Marketing Committee, Loss Prevention Committee, Retail General Counsel Roundtable and Privacy Committee.

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Today's Focus

- Loyalty Programs.
- Contests.

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Striking the Balance!



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Guiding Principles : Customer Rights

- Right to know why information is being collected.
- Right to know how information will be used.
- Right to limit what happens to their personal information.
- Right to change or withdraw consent.
- Right to access personal information about themselves.



Guiding Principles : Retailer Responsibilities

- Be accountable for information collected.
- “Less is More”.
- Transparency builds customer trust.
- Staff training – and re-training - is critical.
- Regular review of collection, use, disclosure, retention and safeguarding practices must be part of the plan.



Loyalty Programs: Key Considerations

- Consent and disclosure is critical to program success and building customer loyalty.
- Tracking purchases is acceptable – as long as customers are aware of this intention from the outset.
- Consent cannot be a condition of supplying a customer with a product, service or reward if the request is beyond what is reasonable.
- Important that a process is in place to deal with customer inquiries at the store level, on-line and at call centres.



Contests: Key Considerations

- Personal information is to be used only for the purpose of the contest – further use of information requires permission.
- Privacy implications of secondary uses of personal information are critical.
- Opt-in is required when personal information being collected is deemed “sensitive”.
- Opt-out consent is permissible where information is “non-sensitive”.



Thank you!

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