



# Privacy Policy

This privacy statement reflects Lethbridge Land's firm commitment to and respect for your privacy. To this end, the following discloses the information gathering and dissemination practices for this Web site.

The intent of this privacy policy is to detail the information Lethbridge Land may gather about individuals who visit its Web sites, how that information is used and Lethbridge Land's disclosure practices. Please note that this policy applies only to LETHBRIDGE LAND Web sites and not to the Web sites of other companies or organizations to which we provide links.

## **Site Usage Information**

Lethbridge Land gathers "site usage" information from all visitors to Lethbridge Land Web sites. Such data is used in the aggregate, to help determine general usage patterns and fine-tune layout to ensure that our sites are as useful and enjoyable as possible. This "site usage" and statistical information may be made public information at Lethbridge Land's discretion.

Please note that Lethbridge Land does not control all HTML served in conjunction with its sites. Lethbridge Land may include content from other parties that may perform user activity tracking other than that described herein. In particular, some of our partners may use "cookies" in ways that we do not.

## **Individual User Information**

Individually identifiable information will not be released without that individual's prior consent. Visitors may be asked for individually identifiable information when signing up to use certain Lethbridge Land services. In some instances, users may be asked for personal interest and demographic information in order to create a more customized user experience; however these fields will generally be optional.

From time to time, Lethbridge Land and/or its partners may contact individual users regarding community news or to make promotional offers.

## **Disclosure**

Lethbridge Land reserves the right to access and disclose individually identifiable information to comply with applicable laws and lawful government requests, to operate its systems properly or to protect itself or its users. Where practical, Lethbridge Land will attempt to obtain the prior consent of the individual prior to disclosing individually identifiable information.