**The Personal Information Protection and Electronic Documents Act**

When you do business with a company, you do more than simply exchange money for a product or service: Unless you pay in cash, you also leave behind a trail of personal information about yourself.

Your name, address, credit card number and spending habits are all information of great value to somebody, whether that’s a legitimate marketer or an identity thief.

Without question, many organizations need to collect personal information about you for their legitimate business purposes.

However, there are rules to ensure that they advise you about their intent to collect and use your personal information, and obtain your consent. They must also manage your information in a way that safeguards your privacy and lessens the chances that your personal information will fall into the wrong hands.

Click here to learn more about PIPEDA