



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

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| Policy Number | Policy Name | M-3 Privacy Policy |
| Author | | Chief Executive Officer |
| Attachments | | No attachments |
| Approved By: Date Approved | | Chief Executive Officer, Sheila Taylor: September, 2017 |
| Last Date Modified | | |

Protecting Your Privacy:

Parks Foundation, Calgary pledges to be responsible when providing our services to the community, and in the course of those services, gathering Personal and/or Confidential Information from our volunteers, donors, fundraisers, canvassers, and partners. The privacy and the integrity of Personal Information and the Confidential Information that we have access to is of the utmost of importance to us. Personal Information is any information that can be used to identify, contact or distinguish a specific individual. Business contact information, often referred to 'business card' information and publicly available information such as that in telephone directories are not considered to be Personal or Confidential Information.

Our Privacy Policy is intended to provide the specifics of the information we may collect from, how we use it, disclose it and retain it, and the guidelines that we adhere to in order to protect that information. Any Personal or Confidential Information provided to us is managed according to the *Personal Information Protection (PIPA) Act* (Alberta), the *Personal Information and Protection of Electronic Documents (PIPEDA) Act* (Canada), and other provincial legislation as applicable to our organization's business activities. This means that prior to or at the time of collection we advise that Personal and/or Confidential Information is being collected, the purpose(s) of collection, use and disclosure, and the name and contact information of our Privacy Officer so that you can ask any questions that you may have in regard to the collection, use and disclosure of Personal and/or Confidential Information.

We will from time to time review and revise our Privacy Policy, and any amendments will be implemented as soon as reasonably possible in our office location, and on our web site.

Website Privacy. In order to operate this web site, we do not utilize cookies at this time. We collect website reporting activity and tracking information, such as e-mail addresses, browser type, type of operating system you are using, name of your Internet service provider, and which of our web pages you visit to allow us to assess how to improve the delivery of our communications to the public and the public's experience on our website, how long individuals spend on our site, and which pages or features are of greatest interest. This allows us to further manage and develop our business and operations by assessing and fine-tuning the site for the public's usage of our website and services. No part of this website reporting activity information is personally identifiable to you.



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

Trust Fund Administration and Granting. In the course of assessing grant applications and providing grants for the enhancement and development of Calgary's parks, amateur sports, and river valley systems, as well as assisting community groups with park project administration, we may acquire through the PartnerParks Grant Application, the Amateur Sport Grant Application and/or Trust Fund Administration for specific community projects, and be entrusted with detailed knowledge of confidential information of the Applicant, such as names and number of athletes, or number of users for a Sport Grant or a particular community project, conceptual drawings, copyright material, and other intellectual property for a Parks Grant, financial information such as bank balances, debt, other sources of funding, operational budget, and other detailed information on the Applicant's operations, ("Intellectual Property") not generally known to the public, which information is knowingly provided to us. We endeavour to maintain the integrity and confidentiality of such information, and upon approving a grant, we publish only the name and publicly known details of the Recipient, and the amount of the grant. With the Recipient's consent, we may also publish the names of key individuals in the Recipients organization.

Fundraisers, Partners and Other Organizations We Work With. We may also acquire and be entrusted with detailed knowledge of confidential customer, supplier lists and information, marketing techniques, financial information, trade secrets, information or material that is commercially valuable to our fundraisers, partners, and associates, and not generally known in the industry, and other property which is and shall be the property of those organizations ("Confidential Information"), and the disclosure, loss or, unauthorized use of which may harm these organizations, or their associate businesses.

We endeavour to keep any such Confidential Information in the strictest of confidence, and will not use or disclose such secrets to others without the provider's written consent, except when necessary to perform our duties pursuant to the purposes of collection of this Confidential Information for our business activities.

Donors. We collect personally identifying information such as your full name, mailing address, telephone number, and credit card numbers and expiry dates, if you pay by credit card, and bank account information if you make a payment by cheque, which you knowingly provide when you make a donation to us. Payment information is processed through our system directly to our bank and we retain the original authorization slips, copies of cheques and relevant documents for seven (7) years to comply with Canada Customs and Revenue Agency (CCRA) regulations. This information is filed in secure and locked cabinets accessible only by authorized *Parks Foundation, Calgary* personnel. By providing us with this information you are also consenting to us contacting you, if necessary, in regard to your method of payment.

We do not require your e-mail address or facsimile number however you can provide that to us if you would like us to be able to contact you for future donations or to send you information



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

about our campaigns as they arise. We use your personally identifying information to generate a tax receipt for you, and to recognize you as one of our donors. However, you can request to remain anonymous in regard to recognition, but we do require your Personal Information in order to send you a tax receipt.

If you participate in our Bench Dedication Program, in addition to your Personal Information, you may be providing us with the Personal Information of the person(s) who are dedicating your donation to, and we accept such information on the basis that you have that person's consent to disclose that information to us. You may also knowingly provide us with personally identifying information in your commemoration of a person or event and consent to the publication of that information on the bench.

We maintain records of the date and amount of your donation for each campaign that you participate in for seven (7) years to comply with CRA regulations, and demographic information such as gender,

transactional history information, and language preference, to establish your history of donations and send you information on future campaigns. This may constitute 'Personal Information' if used in a combination that would be personally identifying to you, and by being a donor, you are consenting to our collection of this information. We remove all of your personally identifying information from these records to use for our own marketing and strategic development. In this regard we may also contact you from time to time to inquire how our personnel are treating you and what you think of our organization's ability to meet its mandate, and you can specify to us your preferred method of our contact by telephone, e-mail, by letter, or not at all.

If you are not interested in becoming a donor in the future, you can request to be put on our "do not send solicitations" list. You can remove your name from our list at any time. Please write to our Calgary office address provided below, with "Do Not Send Solicitations" clearly printed on the envelope and on your correspondence, or for faster processing, please e-mail us at privacyofficer@parksfdn.com to request removal of your information from our active lists. You must include your full name and telephone number with area code for us to properly process your request. Our "Do Not Send Solicitations" lists are active for three (3) years, after which you will have to renew your request to be removed from our calling lists. There is no charge for this service. Please do not send your request to the Privacy Officer as the appropriate personnel may not receive your request in time to fulfil it within 30 days of receiving the request.

Volunteers and Canvassers. When you join our organization as a volunteer or canvasser, we collect personally identifying information from you, such as your full name, residence address, and telephone numbers where we can reach you during the day and in the evening, and e-mail



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

address, all of which you knowingly provide us with. We maintain a record of this list of information for internal purposes only, and do not disclose any of your information without your consent to other volunteers, canvassers, or third parties. Our employees, trained in our security and privacy policies and procedures have limited access to your information, on an as required basis, and only to contact you. We maintain our active volunteer and canvasser lists for as long as you continue volunteering or canvassing with us and our inactive lists for three (3) years, after which such information is destroyed. You can request removal of your information from our lists if you choose not to continue volunteering or canvassing with us prior to a three (3) year period.

Sharing Personal and/or Confidential Information. Sharing Your Personal Information. We do not sell, license, rent, lease or otherwise make available any Personal and/or Confidential Information that we have in our Volunteer, Canvasser, Donor, Fundraiser or Associate Lists. We may share anonymous, aggregate demographic or transactional information with third parties and/or our business partners to develop our business activities.

Retention of Consumer Personal Information. We only retain personal and/or Confidential Information for as long as necessary for the purposes for which we have collected the information, and/or as required by statutes.

Security and Confidentiality of Your Personal Information. Maintaining the integrity and security of personal and/or Confidential Information is one of our highest priorities. Appropriate employees are trained in our privacy practices and the proper handling of this information. We are committed to maintaining strict physical, electronic and procedural safeguards which comply with provincial and federal legislation to protect information. We review and improve our security standards, practices and procedures as needed to protect against unauthorized access and use of the information.

Employee/Contractor Storage of Personal Data. Our employees and contractors consent to us maintaining and storing the employee or contractor's Personal Information as defined by the *Personal Information Protection (PIPA) Act* (Alberta) electronically or in any other form. The Personal Information and data may be freely transferred and shared between all legal entities within the *Parks Foundation, Calgary* irrespective of where the offices of such entities are physically located.

Employee/Contractor Privacy. The employee or contractor acknowledges and agrees the *Parks Foundation, Calgary* has the right to collect, use and disclose his or her Personal Information for purposes relating to his or her engagement with the *Parks Foundation, Calgary*, including:

- a. ensuring that he or she is paid for his or her services to the *Parks Foundation, Calgary*;



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

- b. administering any benefits to which he or she is or may become entitled to, including medical, dental, disability and life insurance benefits and/or stock options. This shall include the disclosure of his or her Personal Information to any insurance the *Parks Foundation, Calgary* and /or broker or to any entity that manages or administers the *Parks Foundation, Calgary* 's benefits on behalf of the *Parks Foundation, Calgary*;
- c. compliance with any regulatory reporting and withholding requirements relating to his or her engagement with the *Parks Foundation, Calgary*;
- d. enforcing the *Parks Foundation, Calgary* policies including those relating to the proper use of the electronic communications network and to comply with applicable laws; and
- e. in the event of a transfer a dissolution of all or part of the assets of the *Parks Foundation, Calgary* disclosing to any potential acquiring or dissolving organization the Employee or contractor's Personal Information solely for the purposes of determining the value of the *Parks Foundation, Calgary*, and its assets and liabilities and to evaluate the Employee or contractor's position in the *Parks Foundation, Calgary*. If the Employee or contractor's Personal Information is disclosed to any potential acquiring organization, the *Parks Foundation, Calgary* will require the potential acquiring organization to agree to protect the privacy of the Employee or contractor's Personal Information in a manner that is consistent with any policy of the *Parks Foundation, Calgary* dealing with privacy that may be in effect from time to time and/or any applicable law that maybe in effect from time to time.

The employee or contractor may withdraw his or her consent provided herein at any time. The employee or contractor acknowledges that if he or she withdraws his or her consent, his or her entitlement to certain benefits provided by the *Parks Foundation, Calgary* may be negatively affected and in the event of a sale of business, the acquiring organization may not be in a position to offer continued engagement due to a lack of Personal Information on the employee or contractor.

Disclosure of Personal Information for Legal Reasons. We may be required to disclose specific Personal Information when such disclosure is necessary to comply with law, to cooperate with law enforcement or to protect the interests or safety of our employees and agents. Whenever possible, you will be advised prior to such disclosure.



PARKS FOUNDATION CALGARY

M-3 PRIVACY POLICY

Contact Us. If you have any comments or inquiries in regard to our commitment to privacy or how privacy matters are handled by our organization, please contact us by email:

Sheila Taylor, Chief Executive Officer
Parks Foundation Calgary
225-13 Avenue SW
Calgary, AB T2R 1N8
E-mail: staylor@parksfdn.com

We will review your concerns within 30 business days and contact you. In order to provide the most efficient services to you and all of our clients, we are unable to address any privacy questions or concerns through telephone inquiries.

If you send us e-mail or use our feedback form to contact us, you will be providing us with some Personal Information including your name, e-mail and perhaps information about your personal circumstances. This information is only used to process and respond to your question or comment, and is collected in compliance with privacy legislation.

Limitations to Our Privacy Policy. This Privacy Policy only applies to our business activities and website. Other resources may operate under different privacy practices for which you have the sole responsibility of reviewing as we have no control over the information submitted to or collected by these other entities.