

## Privacy Policy

### Our Commitment to Protecting Your Privacy

United Way Toronto is committed to protecting the privacy of its donors and other individuals about or from whom we collect personal information.

United Way Toronto embraces the principles of the Canadian Standards Association Model Code for the Protection of Personal Information to ensure that all personal information is properly collected, used only for the purposes for which it is collected, and is disposed of in a safe and timely manner when no longer required.

United Way Toronto is a vital non-profit organization dedicated to supporting a network of social service agencies through fundraising and fund-distribution. We rely on the support of hundreds of thousands of generous contributors, and achieve our fundraising objectives by engaging with and understanding our donors. Because we deal with individuals and information about those individuals, it is essential that we protect the privacy of that information. (Although the Personal Information Protection and Electronic Documents Act ("PIPEDA") does not apply to most United Way activities, we always strive to embrace best practices, and are therefore following the principles of the CSA Model Code for the Protection of Personal Information upon which PIPEDA is based.)

### The Privacy Principles

Our mandate is to maintain and enhance long-term relationships with our donors in order to support our member agencies, and an important aspect of these relationships is knowing the donors. We also recognize that information is precious, and our donors trust us to treat that information appropriately; we are committed to protecting the confidentiality of this data. The following principles reflect our pledge to safeguard donors' personal information:

#### **1. We are accountable for your personal information.**

We are responsible for all personal information in our possession.

All employees, agents and authorized service providers of United Way Toronto are required to protect the confidentiality of your personal information. We take every precaution to ensure confidentiality of your information. The data you or your employer provides to us is only for United Way purposes as outlined in section 2.

We keep your personal information and the business you do with us in strict confidence.

## Privacy Policy

Where we choose to have certain services, such as data processing, provided by third party providers, we select the service providers carefully. We take all reasonable precautions to ensure that the service provider protects your personal information. These service providers enter into confidentiality agreements and do not keep any personal information on their files.

### **2. We collect, use and disclose personal information only for certain purposes that we identify to you.**

We collect, use or disclose information only for use in United Way's (and where relevant, your workplace) campaign to:

- Administer your donation and to contact you about renewal
- Respond to your information requests
- Know who our donors are
- Periodically, as we are able, to send you literature on United Way or invite you to recognition and information sessions
- Thank you and, with your consent, recognize your gift
- Share the information with another charity only with your consent

We obtain personal information about you lawfully and fairly.

Personal information collected will be limited to that required for the purposes identified by us.

United Way Toronto has various Special Events to build public awareness and raise additional dollars for our social service agencies. Some of these events require the gathering of personal information, and we will inform you of the purpose for which the information is being requested. We use this information only for purposes related to this event, and destroy it as soon as it is no longer required.

### **3. We will obtain your consent.**

We collect, use or disclose your personal information with your permission.

Your permission may be expressed orally, in writing or may be implied, and you may give it to us orally, electronically or in writing.

## Privacy Policy

You may withdraw your permission to collect, use and disclose your personal information at any time, subject to legal and contractual restrictions and reasonable notice. We will obtain your consent before making information available to third parties.

Examples:

- Designations - when a portion of your gift is directed to another charity, we provide the amount of your donation, your name and the name of your employer to the recipient. If you do not wish this to occur, we ask you to indicate this in the appropriate section of your pledge form.
- Leadership Donors - leadership donors may be publicly recognized by United Way Toronto. If you prefer to remain anonymous, please indicate this on the box on the form when making your pledge.

#### **4. We keep your personal information accurate and up to date.**

We maintain appropriate procedures to ensure that personal information in our possession is accurate and up to date. You are entitled to seek a correction of your personal information if you believe that the information in our possession is not correct.

If you believe any of the information we have collected about you is incorrect or incomplete, you have the right to ask us to change it or delete it.

If your personal information is inaccurate or incomplete, we will make the necessary changes.

#### **5. We do not sell your personal information.**

We do not sell your personal information.

We share your personal information with other organizations only in the following circumstances:

- Direct Mail Donors - United Way Toronto may share name and address information of Direct Mail Donors with likeminded organizations, only after you have had an opportunity to decline. This permission is rechecked regularly, and donors can opt out at any time.
- Workplace Donors - If you are a donor to your workplace campaign, whether online or via paper pledge form, your information is not shared with other organizations, unless consented by you for designations to them. Your workplace does have access to personal information in the execution of a campaign. United Way Toronto is

## Privacy Policy

respectful of the donor's right to privacy, and only shares information necessary for the campaign. Furthermore, workplaces may have their own privacy policy that limits their access and use of personal information, and United Way is respectful of the workplace's own policy.

### 6. We will limit how long we keep information.

We will keep your personal information only as long as it is necessary to satisfy the purposes for which it was obtained, or as required by law.

When we destroy personal information, we will use safeguards to prevent unauthorized parties from gaining access to that information during the process.

### 7. We safeguard your personal information.

United Way Toronto will protect your personal information by safeguards that are appropriate to the sensitivity of that information.

Access to your personal information is restricted to United Way Toronto employees, agents and authorized service providers who need it to do their jobs.

We maintain appropriate technical and organizational safeguards to protect your personal information against loss, theft, unauthorized access, disclosure, copying, use or modification.

We have developed security procedures to safeguard and protect personal information against loss, theft, unauthorized disclosure, copying, and unauthorized use or modification. We will maintain appropriate safeguards and security procedures that reflect the types of documents, including electronic or paper records, organizational measures including security clearances and limiting access on a "need-to-know" basis, and technological measures such as the use of passwords and encryption.

We collect only the domain name (e.g., Sympatico, Hotmail, etc.) not the e-mail address of visitors to our website. Donors on the site are linked to an industry standard secure payment service for credit card transactions. Our site uses "cookies" – small files containing information that track a visit to a website. These temporary files follow the flow through the site in order to improve service to visitors, and cannot be used to obtain any personally identifiable details.

## Privacy Policy

Your browser can be set to notify you before receipt of a cookie, so that you can decide whether or not to accept it. (You can also set your browser to turn off cookies, but if you do so, some areas of our site may not function properly).

UnitedWay@work, our online campaign tool, uses a secure server to allow you to make donations or access your account information. The server encrypts your personal information. For credit card transactions, United Way Toronto uses an industry-standard secure service. More details about this program are found on the actual system.

### **8. We will be open about our privacy practices.**

United Way Toronto will make readily available to you specific information about our policies and practices relating to the management of personal information.

### **9. We allow you to access your personal information.**

You may ask whether we hold any personal information about you, ensure that it's accurate and to see that information, as provided by law.

You also have the right to know:

- how we collected your personal information.
- how we are using it.

### **10. You may register a complaint.**

You may register a privacy-related complaint by contacting UWT's Privacy Officer. We will explain our procedure and inform you about other complaint procedures available. We will investigate all complaints. If an objection is justified, we will take all appropriate steps to repair the situation, including changing our policies and practices if necessary. Personal information relating to volunteers, job applicants and employees are subject to similar protocols.

For more information, please contact UWGT s Privacy Officer at (416) 777-2001 or by email at [privacy@uwgt.org](mailto:privacy@uwgt.org).