


Donor Privacy Policy			 Canadian Mental Health Association Prince George & Quesnel
Policy #	Finance	Date Created	April 20, 2015
Authority	Executive Director	Date of Last Review	January 26, 2019

The purpose of this Policy is to ensure the ongoing protection and privacy of our donors. Collecting, using, and disclosing donor information in an appropriate, responsible, and ethical manner is fundamental to CMHA operations. Every CMHA employee, volunteer or person conducting business on behalf of CMHA, must abide by the Donor Privacy Policy when handling donor information.

Under no circumstances will CMHA sell, rent, exchange or give out its donor list and at all times will abide by the Canadian Marketing Association Code of Ethics and Standards of Practice. Every three years, the individuals who provide personal information allowing CMHA market our events and solicitations, will be asked to indicate their wish to decline the use of their name or other information. CMHA strives to protect and respect the personal information of its donors in accordance with all applicable provincial and federal laws.

Definitions

- For the purposes of the Donor Privacy Policy, personal information is defined as any identifying information about an individual or group, including name, date of birth, address, phone number, e-mail address, social insurance, nationality, gender, health history, financial data, credit card number(s), bank account number(s), assets, debts, liabilities, payment records, credit records, loan records, opinions, and personal views.

Guidelines

Consent occurs and is obtained when an individual signs an application or other form containing personal information, thereby authorizing CMHA to collect, use, and disclose the individual's personal information for the purposes stated on the form or in this policy.

Implied consent is granted by the individual when he/she signs the application or form authorizing CMHA Prince George to obtain or verify information from third parties (such as banks, credit bureaus, lenders, or insurance companies) in the process of assessing eligibility of an individual, customer, client, applicant, or business partner.

CMHA collects and uses personal information solely for the purpose of conducting business. CMHA hereby asserts that personal information will only be used for the following purposes:

- Ensuring safety measures are followed for events such as Ride Don't Hide
- Ensuring adequate information available to acknowledge donors
- Ensuring adequate information available to meet legal requirements with Revenue Canada and Societies Act and other applicable laws.
- Inform interested donors of the activities of the Society

CMHA has several events for which donors are sought. In order to avoid overuse and over-contact of donors the Society has developed a procedure where there is a separate list of groups, individuals,

businesses contacted for each event or need. It is expected that contacting outside the specified lists will only occur with approval of the Executive Director or designate.

Procedures

- CMHA assumes full accountability for the personal information of Donors within its possession and control. This organization has appointed the Executive Director as custodian of all privacy matters and legal compliance with privacy laws.
- CMHA obtains personal information directly from the Donor, to which the information belongs. Individuals are entitled to know how CMHA uses personal information and this organization will limit the use of any personal information collected only to what is needed for those stated purposes.
- CMHA will not use any personal information without the explicit consent of the Donor and will retain personal Donor information only for the duration it is needed for conducting business. Once personal information is no longer required, it will be destroyed in a safe and secure manner. However, certain laws may require that certain personal information be kept and maintained for a specified amount of time. Where this is the case, the law will supersede this policy.
- CMHA vows to protect personal information with the appropriate security measures, physical safeguards, and electronic precautions. CMHA maintains personal information through a combination of paper and electronic files.
- Access to personal information will be authorized only for the employees and other agents of CMHA who require the information to perform their job duties, and to those otherwise authorized by law.
- CMHA's computer and network systems are secured by complex passwords. Only authorized individuals may access secure systems and databases. Active files are kept in locked filing cabinets.
- Routers and servers connected to the Internet are protected by a firewall, and are further protected from virus attacks or "snooping" by sufficient software solutions.
- Personal information is not transferred to volunteers, summer students, interns, or other non-paid staff by e-mail or any other electronic format.
- CMHA's web site shall include our Donor Privacy Policy and disclose our personal information practices. Donors inputting data into the Web site shall be notified of:
 - Personally identifiable information about the individual which is collected from the Web site.
 - Information about the organization collecting the data.
 - How the data will be used and with whom the data may or may not be disclosed.
 - The options available to the Donor regarding the collection, use, and disclosure of personal information.
 - The Information Technology security procedures in place that protect against the destruction, loss, theft, alteration, or misuse of personal information under CMHA possession and control.
 - How the Donor may access and correct any inaccuracies in their personal information.
 - The Web site may contain links to other sites, but CMHA is not responsible for the privacy practices of other organizations' sites.
 - While IP addresses will be logged in order to administer the site, track visitor movement, and gather demographic information, these IP addresses will not be linked to any personally identifiable information.
 - Any form asking Donors to enter personal or financial information will be protected by SSL encryption.
 - Donors shall be given the choice to opt out of having their personal information used.
 - In most instances, CMHA will grant Donors access to their personal information upon presentation of a written request and satisfactory identification. If a Donor finds errors of fact with his/her personal information CMHA will make the appropriate corrections ASAP.

- CMHA may use personal information without the individual's consent under particular circumstances. These situations include, but are not limited to:
 - CMHA is under legal obligation to disclose personal information in order to adhere to the requirements of any Federal, Provincial or Municipal investigation.
 - An emergency exists that threatens an individual's life, health, or personal security.
 - Donor information is for in-house statistical study or research.
 - Disclosure is required to investigate a breach of contract.
- CMHA will honor any and all donor requests to be removed from the donor list or contact list within 7 business days of receipt of request. Following this procedure the past donor will not be contacted by phone, mail or other technology.

Any questions or concerns regarding this Donor Privacy Policy are to be addressed by contacting CMHA at 250-564-8644 (203) to reach the Executive Director.

CMHA shall investigate and respond to concerns about the handling of Donor private and personal information within 7 business days.

Breach of this policy may result in discipline up to and including termination for volunteers, employees, or management.