



Policy and Procedures

Category:	Administration – Information Systems	Policy No:	II-11-2
Policy Name:	Privacy Principles	Date Issued:	September 2018
Issued By:	Management	Date Revised / Reviewed:	
Approved By:	Senior Team	Date Approved:	November 2018

PURPOSE

The following Privacy Principles summarize the Foundation’s II-11-1 Privacy and Security of Personal Information Policy and reflect them in a donor-centered manner. Management will ensure that any changes made to II-11-1 is appropriately reflected in II-11-2.

The Privacy Principles will be posted on the Foundation website.

PRIVACY PRINCIPLES

Women’s College Hospital Foundation is committed to protecting the privacy of the Personal Information of our employees, volunteers, donors, potential supporters and other stakeholders. We value the trust placed in us and recognize that maintaining this trust requires that we be open and accountable in our treatment of the Personal Information that is shared with us.

Our privacy policy is based on 10 internationally recognized privacy principles. As well, we comply with all applicable laws and established guidelines for charitable organizations when collecting, managing, using and disposing of information.

The following 10 principles reflect our commitment to safeguard Personal Information under our control pursuant to our Privacy & Security of Information Policy.

1. *We are accountable for your Personal Information*

“Personal Information” is any information that can be used to distinguish, identify or contact a specific individual. Exceptions are business contact information and certain publicly available information such as names, addresses and telephone numbers as published in telephone directories; these are not considered personal information.

Within the Foundation, confidentiality agreements and safeguards are in place to ensure that the information is not accessed, disclosed or shared more widely than necessary to achieve the purpose for which it was gathered. We also take measures to ensure the integrity of the information is maintained and to prevent it being lost or destroyed.

We do not trade, rent, or sell the names of our valued supporters.

2. We collect and use personal information for the purposes we identify to you
We identify the purpose for collecting personal information at the time of collection. In general, information is used for fundraising activities in support of Women's College Hospital, for compliance with Canada Revenue Agency requirements and to keep you informed of the activities of the Foundation and Hospital.

3. We obtain your consent to collect, use, and disclose your Personal Information
We collect, use, or disclose your Personal Information under our control only with your consent. Your consent may be expressed orally, in writing, or may be implied by donation. You may limit or opt-out of future contact by the Foundation by contacting us at foundation@wchospital.ca or calling our front desk at 416-323-6323.

4. We limit the collection of your Personal Information
We limit the collection of Personal Information to only that which is necessary for the identified purposes. Personal Information will only be collected by fair and lawful means.

5. We limit the use, disclosure and retention of your Personal Information
Personal Information will not be used or disclosed for purpose other than for which it was collected, except with consent or as required by law. Personal Information will only be retained as long as necessary for the fulfilment of those purposes.

We do not trade, rent, or sell the names of our valued supporters.

The Foundation's web pages contain online forms that allow visitors to make a donation. The personal and credit card information provided on these forms is only used to process these donations.

6. We try to ensure accuracy of Personal Information
Personal Information will be as accurate, complete, and up-to-date information as is necessary for purposes for which it is to be used. To modify any Personal Information previously provided to the Foundation, please email us at foundation@wchospital.ca, call us at 416-323-6323 or write to us at:

Women's College Hospital Foundation
76 Grenville Street
Toronto, ON M5A 1B2
Attention: Donor Inquires

7. We ensure there are safeguards for Personal Information
Personal Information is protected with security safeguards appropriate to the sensitivity of the information.

We use password protocols and encryption software to protect personal and other information we receive when a donation is made online. Our software is routinely updated to maximize protection of such information.

8. We are transparent about privacy practices
We make our practices relating to the management of Personal Information available to you by posting on our website. Requests for information and comments or questions about the Foundation's privacy principles, policies and procedures may be directed to the Privacy Office.

9. We allow you to access your Personal Information

You may ask if we hold any Personal Information about you. You may see that information and ensure it is accurate by contacting the Privacy Office.

10. Compliance with our privacy practices

If you are concerned about the Foundation's compliance with our Privacy Policy, please send an email to privacy.foundation@wchospital.ca or by mail contact the Privacy Office at:

Women's College Hospital Foundation
76 Grenville Street
Toronto, ON M5A 1B2
Attention: Privacy Office

We will investigate all complaints. If a complaint identifies a gap in compliance, we will take appropriate steps to remedy the situation, including changing our policies and practices if necessary.

Contacting the Privacy Office

You may contact the Foundation's Privacy Office for any questions, concerns, or complaints relating to the Privacy Policy by email to privacy.foundation@wchospital.ca, or by mail:

Women's College Hospital Foundation
76 Grenville Street
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Attention: Privacy Office

Further information on privacy and personal information may be found on the website of:

- the Privacy Commissioner of Canada at: <https://priv.gc.ca/en/contact-the-opc>
- the Information & Privacy Commissioner of Ontario at: www.ipc.on.ca