

# Privacy Policy

## Our Commitment

The Chatham-Kent Health Alliance Foundation (the “Foundation”) is committed to protecting the privacy and personal information of its employees, volunteers, donors, potential supporters and other stakeholders. We value the trust of those we work with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that you choose to share with us.

During the course of our various projects and activities, we collect and use personal information. Anyone from whom we collect such information can expect that it will be carefully protected.

The Foundation meets all legislative requirements with respect to privacy. We adhere to the privacy guidelines of the Canadian Centre for Philanthropy, and comply with the Donor Bill of Rights developed by the American Association of Fund Raising Counsel, the Association for Healthcare Philanthropy and the Association of Fund Raising Professionals.

## Defining Personal Information

Personal information is any information that can be used to distinguish, identify or contact a specific individual. This personal information can include an individual's opinions or beliefs, as well as facts about, or related to, the 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.

Where an individual uses his or her home contact information as business contact information as well, we consider that the contact information provided is business contact information, and is not, therefore, subject to protection as personal information.

## Privacy Practices

The Foundation collects a limited amount of personal information about its donors and potential supporters, including name, title, address, telephone number, past donations and other relevant contact information.

This personal information is collected for the following purposes:

1. to comply with Canada Revenue Agency requirements;
2. to provide donors with periodic stewardship information;
3. to provide donors with appropriate recognition by the Foundation and Chatham-Kent Health Alliance (“CKHA”);
4. to provide donors and potential supporters with information about Foundation and CKHA activities;
5. to promote opportunities where donors and potential supporters may support the Foundation;



Personal information collected by the Foundation is kept in confidence and is only disclosed where necessary to meet the above purposes. For example, the Foundation may disclose limited personal information to CKHA so that it may directly recognize a particular donation.

Our employees are only authorized to access personal information if they need to use that personal information for the reason(s) for which it was collected. Safeguards are also in place to ensure that the personal information is not disclosed or shared more widely than is necessary to achieve the purpose for which it was collected and to prevent its being lost or destroyed. We also take measures to ensure that the integrity of this information is maintained.

We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. We do not rent, sell or trade mailing lists or other personal information. Individuals also have the opportunity to opt out altogether of having us use their personal information except as required by law. If you wish to opt out, please write to us at Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9, send an email to [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or call us at 519-436-2538.

## Accuracy

We rely on our donors to provide us with accurate personal information. To change or modify any personal information previously provided to the Foundation, please write to us at Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9, send an email to [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or call us at 519-436-2538.

## Access

You may ask us whether we hold any personal information about you as well as see this information and ensure that it's accurate by writing us at Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9, send an email to [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or call us at 519-436-2538.

## Re-marketing

Ckhaf.ca uses third-party vendor re-marketing tracking cookies, including the Google Adwords tracking cookie. This means we will periodically show ads to you across the internet, specifically on the Google Content Network (GCN). As always, we respect your privacy and are not collecting any identifiable information through the use of Google's or any other third-party remarketing system.

Third-party vendors, including Google, will place cookies on web browsers in order to serve ads based on past visits to our website. This allows us to continue to market to those who have shown interest in the Foundation.

## Website and Electronic Commerce

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.



## Updating of Privacy Policy

We regularly review our privacy policies and update them as needed. Please check our website periodically for up to date information.

## Compliance and Complaints

If you are concerned about the Foundation's compliance with our Privacy Policy, please contact us at the Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9. You can also send an email to [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or call us at 519-436-2538. We will investigate all complaints, and 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.

## Opt Out

To limit or opt-out of all future contact by the Foundation, please contact us at Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9, [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or 519-436-2538.

## Contact Us

If you have any questions, comments or concerns regarding the handling of personal information, or would like to request a copy of this policy, please contact us at Chatham-Kent Health Alliance Foundation, 9 Ursuline Avenue, PO Box 2030, Chatham, ON N7M 5L9, [foundation@ckha.on.ca](mailto:foundation@ckha.on.ca), or 519-436-2538.

