

**PRIVACY POLICY
FOR
ONTARIO NATURE
&
FOUNDATION FOR ONTARIO NATURE**

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PRIVACY POLICY FOR ONTARIO NATURE & FOUNDATION FOR ONTARIO NATURE

Ontario Nature and the Foundation for Ontario Nature (the “Foundation”) recognize that an individual’s right to privacy is an essential issue. We understand the importance in maintaining anonymity and protecting personal information in our care and control. Our relationship with those that support our activities are founded on trust and we are committed to maintaining this trust.

For these reasons, our privacy policy (the “Privacy Policy”) provides all the safeguards as standardized in the *Personal Information Protection and Electronic Documents Act*, 2001, c. 5 (the “*PIPEDA*”). It confirms our dedication to protecting privacy and maintaining the trust individuals have placed in Ontario Nature and/or the Foundation. The Privacy Policy is our guarantee that we will maintain the confidentiality and privacy of the personal information entrusted to us.

A. AN OVERVIEW

1. WHAT THIS POLICY COVERS

The Privacy Policy applies to personal information about identifiable Ontario Nature and/or the Foundation members, prospective members, volunteers, employees, donors, customers, participants in the List-Serve program, and visitors to our website (collectively referred to as “Supporters”) that is collected, used or disclosed by Ontario Nature and/or the Foundation.

The Privacy Policy will not apply to the collection, use or disclosure of the following information:

- a) personal information that is aggregated in such a manner that it cannot be connected to a person; therefore, any personal information that is or becomes anonymous will not fall under the protection of the *PIPEDA*;
 - b) personal information consisting of the name, address and telephone number of a subscriber that appears in a telephone directory that is available to the public, where the subscriber can refuse to have the personal information appear in the directory;
 - c) the name, title, business address, e-mail address or telephone number of an employee of Ontario Nature and/or the Foundation; or
 - d) information that is publicly available and is specified by regulation pursuant to the *PIPEDA*.
- #### **2. PERSONAL INFORMATION COLLECTED BY ONTARIO NATURE AND/OR THE FOUNDATION**

Personal information that may be collected, used or disclosed by Ontario Nature and/or the Foundation includes but is not limited to the following:

- Name
- Address
- E-mail
- Gender
- Phone Number
- Credit Card Information
- Payment and Banking Information
- Personal Health Information
- Donation Information

3. GUIDELINES FOR INTERNET/ WEBSITE USERS

Ontario Nature and the Foundation will not collect identifying information about visitors to our website, save and except when visitors voluntarily submit their personal information by participating in the on-line surveys. We may collect non-identifying information about our visitors in order to create summary statistics and to determine the level of interest in information available on our site. This information would include such items as the date and time our site was accessed and the web browser used. Ontario Nature and the Foundation may collect information about user site usage through the use of cookies and through our server log files, including IP Addresses. Our website does not link IP Addresses to any personally identifiable information. In some cases, user non-personal information may be automatically collected through the standard operation of our internet servers or through the use of “cookies”. A cookie is a small piece of data that is sent to a user’s Internet browser from a web server and stored on a user’s computer’s hard drive. A cookie cannot read data from a computer hard disk or read cookie files created by other websites. Ontario Nature and the Foundation will only use cookies in two sections of the website, which are entitled Naturalist Chat and Ontario Nature Shop. Users can choose whether to accept cookies by changing the setting of their Internet browser.

In addition, Ontario Nature and the Foundation may permit third parties to offer users subscriptions and/or registration-based services through our website. In such situations, Ontario Nature and the Foundation cannot be responsible for the actions or policies of such third parties. It is advised that users should check the applicable privacy policy of each third party when providing any personal information or even when simply visiting a website of a third party. Please note that Ontario Nature and the Foundation cannot control or prevent the use of cookies or any information obtained through such cookies by third parties. If users do not want information collected through the use of cookies, they should take the appropriate steps to change the setting of their Internet browser.

Please be advised that information voluntarily disclosed online in discussion areas or other public areas of our website can be collected, used and disclosed by third parties. Any submissions made to discussion areas or other public areas on our website are done at the user’s risk and on the understanding that such information may be accessible to third parties. Ontario Nature and/or the

Foundation will not be liable or held responsible for any damages that may result from such user activity.

4. HOW PERSONAL INFORMATION IS MAINTAINED

Although Ontario Nature sponsored the establishment of the Foundation, and works closely together with the Foundation, Ontario Nature will not share personal information with the Foundation without first obtaining consent. Likewise, the Foundation will not share personal information with Ontario Nature without first obtaining consent.

Ontario Nature and/or the Foundation will not sell, barter, trade or give away personal information to third parties without first obtaining consent. For example, we will not provide our member lists to other organizations regardless of how similar their services may be to ours unless we have obtained consent to do so.

B. DEFINITIONS

To assist in understanding the Privacy Policy, Ontario Nature and the Foundation have set out some basic definitions to use when reading and interpreting the principles below:

Collection: obtaining personal information from any source, including third parties, by any means.

Consent: the granting of voluntary permission regarding the collection, use and disclosure of personal information for defined purposes. Consent can be either express or implied.

Disclosure: to make known personal information to a third party.

Donor: an individual who contributes financially to the activities of Ontario Nature and/or the Foundation.

List-Serve Program: informational services provided to members and individuals interested in Ontario's conservation issues.

Personal Information: information about an identifiable individual, but does not include the name, title, or business address or telephone number of an employee of Ontario Nature and/or the Foundation.

Use: the treatment, handling and management of personal information by and within Ontario Nature and/or the Foundation.

C. APPLICATION OF THE CODE

There are ten principles that form the basis of the Privacy Policy. These principles are interrelated and Ontario Nature and the Foundation will adhere to them as a whole. As permitted by the *PIPEDA* and its regulations, the commentary in the Privacy Policy may be tailored to reflect personal information issues specific to Ontario Nature and/or the Foundation.

Ontario Nature and the Foundation will apply the ten principles as follows:

1. ACCOUNTABILITY

We are responsible for the personal information collected and maintained by us and which is under our control. In order to fulfill this responsibility, Ontario Nature and the Foundation have designated the Director of Development and Communications as the Chief Privacy Compliance Officer accountable for Ontario Nature's and the Foundation's compliance with the Privacy Policy.

- 1.1 Ontario Nature and the Foundation have established a Privacy Office headed by the Chief Privacy Compliance Officer that has the responsibility for ensuring compliance with the provisions of the Privacy Policy. The Privacy Office has been established to ensure that Supporters have a designated avenue to direct their privacy-related inquiries. The Privacy Office will designate one or more Privacy Officers to be accountable for day-to-day compliance with the Privacy Policy. The Privacy Office may delegate such authority to other persons to act on behalf of the designated Privacy Officers or take responsibility for the collection and processing of personal information.
- 1.2 Ontario Nature and the Foundation have taken the following measures to ensure compliance with the Privacy Policy:
 - a) developed procedures to protect personal information;
 - b) developed procedures to receive and respond to complaints and inquiries;
 - c) trained our staff about our policies and practices respecting personal information; and
 - d) developed and distributed information to our staff and the general public explaining our policies and procedures respecting personal information.
- 1.3 To ensure that all personal information that is transferred by Ontario Nature and the Foundation to third parties on the consent of the Supporters is protected, Ontario Nature and the Foundation enter into legal agreements with all third parties who use personal information collected by Ontario Nature and the Foundation. These legal

agreements seek to ensure that these third parties employ comparable levels of control over this personal information.

- 1.4 Ontario Nature and the Foundation will make known, upon request, the name of the person or persons designated by the Privacy Office with the responsibility of ensuring Ontario Nature's and/or the Foundation's day-to-day compliance with the Privacy Policy.

2. IDENTIFYING PURPOSES FOR WHICH PERSONAL INFORMATION IS BEING COLLECTED

Ontario Nature and the Foundation are committed to openness regarding the collection of personal information. Ontario Nature and the Foundation will identify the purposes for which personal information is collected at or before the time the information is collected.

- 2.1 Ontario Nature and the Foundation **only** collect personal information for the following limited purposes:

- i) To keep track of donations for accounting and tax purposes; and to establish and maintain our donor lists;

By donating to Ontario Nature and/or the Foundation, donors have confirmed their commitment to our cause, and we deeply appreciate this financial support. If a donor provides personal information to us, we will record and maintain this personal information in our donor lists in order to issue charitable receipts for income tax purposes.

We may also, from time to time, use donor's personal information to promote our various fundraising activities, such as specific fundraising campaigns or donation drives. In addition, personal information may be transferred on consent from Ontario Nature to the Foundation or from the Foundation to Ontario Nature, in order to assist with fundraising activities.

Since our donors have demonstrated in the past their commitment to supporting our institution, we will continue to contact these donors to request their support for our future endeavours. The personal information contained in our donor lists assists us in reaching previous donors to ask for their ongoing financial support. It is for this purpose that we update our donor lists on a regular basis.

- ii) To establish and maintain our mailing lists;

Ontario Nature and the Foundation regularly produce new products and services, such as magazines and newsletters. We also plan, promote and

conduct new activities and events, on an ongoing basis. Our mailing lists are used to keep the individuals listed on them advised of these new products, services and upcoming events in which they may be interested.

In addition, from time to time, Ontario Nature and the Foundation may contact Supporters to request additional personal information. However, if a Supporter does not wish to provide such information, there is no obligation to do so and this will not affect their relationship with us.

- iii) To provide membership benefits;

Ontario Nature and the Foundation provide numerous benefits to our members. Please refer to our membership application form for further information.

- iv) To enter into and to fulfil transactions;

Ontario Nature and the Foundation sell products and therefore obtains and maintains sufficient personal information to complete the sale and shipping of products purchased from Ontario Nature.

- v) To establish and implement our volunteer program;

Ontario Nature and the Foundation may collect sufficient personal information from volunteers that wish to participate in the volunteer program called Volunteer for Nature;

- vi) To establish and implement our membership/readership survey;

Every few years Ontario Nature and the Foundation may send out a membership/readership survey that is distributed to members. Ontario Nature and/or the Foundation may collect and use this personal information in order to provide maximum benefits to the members.

- vii) To establish a file relating to employees of Ontario Nature and/or the Foundation;

With respect to an employee of Ontario Nature and the Foundation, we keep a file in relation to their employment with us, which is called an "Employee File". The personal information contained in this file is collected, used and communicated generally for the following purposes;

- a) decision making regarding a candidate's or employee's hiring, duties, transfer, training, discipline, promotion and retention;

- b) recording and determining an employees' eligibility for participation in various Ontario Nature and/or the Foundation benefit plans; and
 - c) recording and maintaining an employee's personal information, attendance record, service record, performance evaluations, performance improvements plans and remuneration details.
- viii) To trade lists of names and addresses with like-minded organizations;
- 2.2 Ontario Nature and the Foundation will specify either orally, electronically or in writing the identified purposes to Supporters, at or before the time personal information is collected. Upon request, persons collecting personal information will explain these identified purposes or refer the individuals to the Privacy Officers who will explain the purposes.
- 2.3 Ontario Nature and the Foundation will not use or disclose for any new purposes, personal information that has been collected from Supporters without first identifying and documenting the new purposes and obtaining the prior consent of the Supporters unless required to by law.
- 2.4 Furthermore, if any Supporters wish to be advised of the personal information we have related to them, they can contact us at the address set out in Section D below.

3. CONSENT

Ontario Nature and the Foundation will ensure that Supporters are aware of how their personal information is used. Ontario Nature and the Foundation will obtain the consent of individuals who provide their personal information. To this end, all our employees, personnel or agents are instructed to provide information about how we use personal information to all interested individuals who inquire, as well as obtain the consent of those who provide their personal information.

- 3.1 In obtaining consent, Ontario Nature and the Foundation will use reasonable efforts to ensure that a Supporter is advised of the identified purposes for which personal information collected will be used or disclosed. Ontario Nature and the Foundation will state the identified purposes in a manner that can be reasonably understood by the Supporters.
- 3.2 Ontario Nature and the Foundation will seek consent to use and disclose personal information at the same time it collects the information. However, if Ontario Nature and the Foundation should decide to use personal information of a Supporter for a new purpose, Ontario Nature and the Foundation will obtain consent from the

Supporter before the personal information is used or disclosed for a new purpose.

- 3.3 Ontario Nature and the Foundation will only require Supporters to consent to the collection, use or disclosure of personal information as a condition to Ontario Nature and/or the Foundation providing products or services to the Supporter, if such collection, use or disclosure is required in order to fulfill the identified purposes.
- 3.4 As well, we may periodically request written confirmation from a Supporter to ensure that the personal information collected and maintained by us is up-to-date and accurate. We also may ensure that we have continuing consent to the use and retention of personal information.
- 3.5 In determining the appropriate form of consent, Ontario Nature and the Foundation will take into account the sensitivity of the personal information and the reasonable expectations of the Supporter. For sensitive information, Ontario Nature and/or the Foundation will obtain express written consent at or before the time of collection.
- 3.6 Ontario Nature and the Foundation may collect, use and disclose personal information without the knowledge and consent of the individual in accordance with the provisions of the *PIPEDA*.
- 3.7 A Supporter may withdraw consent at any time, subject to legal or contractual restrictions and reasonable notice. Supporters may contact Ontario Nature and the Foundation at the address set out in Section D below for more information.
- 3.8 Please be advised that at no time does a Supporter's relationship with Ontario Nature and/or the Foundation require that the Supporter provides his or her personal information if he or she does not wish to do so.

Note: In certain circumstances personal information can be collected, used or disclosed without the knowledge and consent of the individuals. For example, legal, medical or security reasons may make it impossible or impractical to seek consent. When information is being collected for the detection and prevention of fraud or for law enforcement, seeking the consent of the individual might defeat the purpose of collecting the information. Seeking consent may be impossible or inappropriate when the individual is a minor, seriously ill, or mentally incapacitated. In addition, organizations that do not have a direct relationship with the individual may not always be able to seek consent. For example, seeking consent may be impractical for a charity or a direct marketing firm that wishes to acquire a mailing list from another organization. In such cases, the organization providing the list would be expected to obtain consent before disclosing personal information. (Clause 4.3 of Schedule 1 of the Act)

4. LIMITING COLLECTION

Ontario Nature and the Foundation limit the collection of personal information only to that information that is necessary for the limited purposes noted above. In addition, Ontario Nature and the Foundation collect personal information in a fair, open and lawful manner. For this reason, Ontario Nature and the Foundation will not indiscriminately collect personal information. We collect personal information to fulfill the above-noted purposes only, and for no other purposes.

5. LIMITING USE, DISCLOSURE AND RETENTION

Ontario Nature and the Foundation will not use personal information for purposes other than those for which it was originally collected, unless it has first obtained the consent of the person from whom such information was received or if required to do so by law. We retain personal information only for as long as it is needed and only for the fulfillment of the purposes for which it was originally collected or as required by law.

- 5.1 Only those Ontario Nature and the Foundation staff and employees whose duties reasonably so require are granted access to personal information about Supporters.
- 5.2 Ontario Nature and the Foundation will only keep personal information only as long as it remains necessary or relevant for the identified purposes or as required by law. Depending on the circumstances where personal information has been used to make a decision about a Supporter, Ontario Nature and the Foundation will retain, for a period of time that is reasonably sufficient to allow for access by the Supporter, either the actual information or the rationale for making the decision.
- 5.3 Ontario Nature and the Foundation will destroy, erase or make anonymous any personal information that is no longer necessary or relevant for the identified purposes or required to be retained by law. Nevertheless, Ontario Nature and the Foundation will maintain reasonable and systematic controls, schedules and practices for the retention and destruction of personal information.

6. ACCURACY

Ontario Nature and the Foundation will maintain accurate, complete and up-to-date personal information. If Supporters are aware of changes to the personal information they have given to us, they can simply inform us of the changes and we will update our records accordingly.

Personal information that is collected by Ontario Nature and the Foundation is processed and maintained in Don Mills, Ontario. Supporters may check and correct their personal information by contacting the Privacy Office assigned to oversee the day-to-day care and control of personal information by writing or emailing a request to the address set out in Section D below.

- 6.1 Personal information used by Ontario Nature and the Foundation will be as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used and to minimize the possibility that inappropriate or incorrect information may be used to make a decision about a Supporter.
- 6.2 Ontario Nature and the Foundation will not routinely update personal information. Ontario Nature and the Foundation will update personal information about Supporters as and when necessary to fulfill the identified purposes or upon receiving notification by the individual.

7. SAFEGUARDS

Ontario Nature and the Foundation develop and implement security safeguards commensurate to the level of sensitivity of the information.

- 7.1 Ontario Nature and the Foundation implement security safeguards to protect personal information against such risks as theft or loss, unauthorized access, copying, use, modification or destruction.
- 7.2 Ontario Nature and the Foundation protect personal information with physical security measures, such as locked cabinet storage and restricted access to areas where personal information is stored.
- 7.3 Ontario Nature and the Foundation protect personal information with internal employee security measures, including restricted computer access, employee confidentiality agreements, and limited access to where personal information is stored. Ontario Nature and the Foundation will also ensure that any of our employees who deal with personal information are properly trained and are aware of the necessary and appropriate measures required to protect personal information.
- 7.4 Ontario Nature and the Foundation use security safeguards, including password and encryption security measures, to prevent unauthorized access to personal information stored on computer systems.
- 7.5 Ontario Nature and the Foundation protect personal information when disclosing it to third parties by stipulating the confidentiality of the information and the purposes for which it is to be used in contractual agreements. In entering into these legal agreements, we do not transfer any interest in this personal information to third parties. Rather, the purpose of these legal agreements is to ensure that the personal information delivered to third parties is maintained at a level of security equal to that provided by Ontario Nature and/or the Foundation under the Privacy Policy.
- 7.6 Any personal information kept by Ontario Nature and the Foundation is disposed of or destroyed once it is no longer needed to meet the purposes for which it was

collected. Ontario Nature and the Foundation will implement appropriate measures regarding the destruction or disposal of personal information so as to prevent unauthorized parties from gaining access to the personal information.

8. OPENNESS

We will make information about our policies and practices respecting the collection and maintenance of personal information available to all interested parties.

Ontario Nature and the Foundation will be pleased to answer any questions that an individual may have regarding the collection and maintenance of personal information. Please forward any questions in writing or email to the address set out in Section D below.

8.1 Ontario Nature and the Foundation, through the Privacy Policy, will make information about such policies and practices easy to understand by including:

- a) the title and address of the person or persons accountable for Ontario Nature's and the Foundation's compliance with the Privacy Policy and to whom inquiries or complaints can be forwarded;
- b) the means of gaining access to personal information held by Ontario Nature and the Foundation; and
- c) a description of the type of personal information held by Ontario Nature and the Foundation including a general account of its use.

9. INDIVIDUAL ACCESS

Upon request, Ontario Nature and the Foundation will inform a Supporter of the existence, use and disclosure of his or her personal information and will give the individual access to that information. A Supporter will be able to challenge the accuracy and completeness of his or her personal information and have it amended as appropriate.

9.1 When an individual has inquired as to whether personal information concerning him or her has been collected, used or disclosed, Ontario Nature and the Foundation may require that the individual provide sufficient information to allow Ontario Nature and the Foundation to provide an account of the existence, use and disclosure of personal information. However, the information provided in response to any request from Ontario Nature and the Foundation will only be used for the purpose of providing the account. Please forward a request in writing or e-mail to the address set out in Section D below.

- 9.2 Upon written request, we will inform an individual if we have any of their personal information in our care and control, as well as providing them with the details of such personal information. In responding to requests, Ontario Nature and the Foundation may charge a nominal fee. If we are unable to provide a Supporter with access to all of the personal information that we hold, then the reasons for the denial of access will be provided.
- 9.3 Upon request, Ontario Nature and the Foundation will provide an account of the use and disclosure of personal information and, where reasonably possible, will state the source of the information. In providing an account of disclosure, we will provide a list of organizations to which we may have disclosed personal information.
- 9.4 We are also committed to ensuring that the personal information that is collected and maintained by us is correct, accurate and complete.
- 9.5 In certain situations, Ontario Nature and the Foundation may not be able to provide access to all of the personal information that it holds of a Supporter. Exceptions include but are not limited to personal information that is prohibitively costly to provide, information that contains references or identifies the personal information of other individuals, information that cannot be disclosed for legal, security or commercial proprietary reasons or information that is subject to solicitor-client or litigation privilege. Ontario Nature and the Foundation will provide the reasons for denying access upon request.
- 9.6 As well, Supporters may challenge the completeness of their personal information under our care and control. Where a Supporter can successfully demonstrate that an error in the accuracy or completeness of their personal information exists, we will amend their personal information appropriately. Any unresolved differences to accuracy or completeness will be noted in their file. Where appropriate, Ontario Nature and the Foundation will transmit to third parties having access to the personal information in question any amended information or the existence of any unresolved differences.

10. CHALLENGING COMPLIANCE

As noted above, Ontario Nature and the Foundation has designated a Privacy Officer who is responsible for the day-to-day care and control of personal information. This Privacy Officer will receive and respond to all information requests regarding our privacy policies or about personal information under our care and control. Equally, if a Supporter wishes to be added or removed from any of the lists maintained by Ontario Nature and the Foundation, please write or email a request to the Privacy Office.

- 10.1 A Supporter will be able to address a challenge concerning compliance with the above principles to the Privacy Officer accountable for Ontario Nature's and the Foundation's compliance with the Privacy Policy.
- 10.2 Ontario Nature and the Foundation will put procedures in place to receive and respond to complaints or inquiries about its policies and practices relating to the handling of personal information.
- 10.3 Ontario Nature and the Foundation will inform Supporters about the existence of these procedures as well as the existence of relevant complaint procedures.
- 10.4 The Privacy Officer accountable for compliance with the Privacy Policy reserves the right to seek legal advice where appropriate before providing a final response to individual complaints.
- 10.5 Ontario Nature and the Foundation will investigate all complaints received and will respond in writing in a timely manner. If a complaint is found to be justified, then we will take appropriate measures to resolve the matter including, if necessary, amending our policies and proceedings.

D. HOW TO ADD, REMOVE OR AMEND PERSONAL INFORMATION

If, at any time, Supporters wish to amend their personal information with Ontario Nature and the Foundation, simply inform us in writing at:

Ontario Nature and the Foundation for Ontario Nature
Toronto Office
214 King Street West, Suite 612
Toronto, Ontario M5H 3S6

or by email to: info@ontarionature.org

Please note that further information can be obtained as well as a copy of the *PIPEDA* through the Privacy Commissioner of Canada's web site at www.privcom.gc.ca.

E. CHANGES TO PRIVACY POLICY

Ontario Nature and the Foundation reserve the right to modify or remove the Privacy Policy at our discretion and without notice.

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