

PRIVACY POLICY

Our commitment

Dalhousie Medical Research Foundation (DMRF) is committed to protecting the privacy and security of the personal information under its control. This policy applies to all personal information collected, used, or disclosed by DMRF with respect to donors, fundraisers, event participants, volunteers, and staff. We value the trust of those we deal 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 operational activities, DMRF frequently gathers and uses personal information. Anyone from whom we collect such information should expect that it will be carefully protected and that any use of, or other dealing with, this information is subject to consent. DMRF's privacy practices are designed to achieve this.

This policy is subject to change due to changes in organizational practices or legal and regulatory requirements. We encourage you to periodically check our website for updates to this policy.

Defining personal information

Personal information is any information recorded in any form that identifies or can identify an individual, other than an individual's business contact information. Thus, personal information includes your name, gender, address, postal code, phone number, date of birth, credit card details or other financial information, health information, donation amounts and dates, volunteer information such as availability and areas of interest, history of involvement with DMRF, and information required to maintain an employment relationship with DMRF.

Information in the public domain is not subject to privacy legislation and as such is not included in this policy. Personal information does not include anonymous or aggregate information that cannot be tracked back to you personally.

Consent

We do not disclose personal information without consent.

An individual's consent is required regarding the collection and proposed use of personal information when information is collected. Consent can be either express or implied and can be provided directly by the individual or by an authorized representative. Consent can be obtained in person, by phone, by mail, or via the Internet. Implied consent is consent that can reasonably be inferred from an individual's action or inaction. An individual's consent is required before confidential information is released to outside parties.

Consent may be time-limited and may be revoked by the individual who gave it, subject to legal restrictions, limited exceptions and reasonable notice. Withdrawal of consent will not exclude an individual from service delivery, unless the information requested is required to fulfill an explicitly specified and legitimate purpose.

Limited collection

The collection of personal information is limited to that which is relevant and necessary to our programs and fundraising efforts. DMRF will not make unwarranted or intrusive inquiries into a donor or prospect's gift history or personal life.

DMRF may collect personal information directly from an individual in the course of its operations through various means including, but not limited to:

- registration and application forms;
- donor and fundraising forms;
- online applications and surveys; and
- telephone conversations, email, and instant messaging.

DMRF may also collect personal information from other sources (including personal references and family members), with the consent of the individual or where permitted or required by law (for example, when the information is about a minor) or is publicly available.

Limited use disclosure and retention

Personal information will not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or if otherwise required by law.

Personal information is only retained as long as necessary for the fulfillment of the purposes identified in this policy and as required by law.

The retention period may extend beyond your relationship with us. When your personal information is no longer required for DMRF's purposes, the information is either physically destroyed or deleted.

Accuracy

DMRF makes reasonable efforts to keep personal information as complete, accurate, and up-to-date as is necessary to fulfill the purposes for which the information is to be used.

We rely on our donors, fundraisers, event participants, volunteers and employees to provide us with accurate information and to notify us if their information needs to be updated.

Safeguards

DMRF takes reasonable measures to ensure that personal information is kept safe from loss or theft, unauthorized access, use, copying, disclosure or modification. Safeguards include physical, organizational and technical measures. DMRF personnel will only be authorized to access personal information based on a "need to know" basis.

Special protection will be given to all records pertaining to anonymous donors. The confidentiality of donor, volunteer, and employee records will continue after the relationship with the individual has ended.

Openness

DMRF always makes information available about our privacy practices upon request. DMRF also takes steps to ensure that all staff/volunteers can answer inquiries about our information handling practices and appropriately refer unanswered questions or privacy complaints to the appropriate individual within the organization.

Individual access

An individual should direct a request for access to their personal information to DMRF in writing (contact information is set out at the end of this policy). The written request must provide sufficient detail so that DMRF can properly and efficiently respond to the request.

In order to safeguard personal information, an individual may be required to provide sufficient identification information in order for DMRF to authenticate the individual and to authorize access to the individual's file.

DMRF will respond to access requests in a timely manner, and in accordance with the timeframe prescribed by any relevant legislation.

An individual may challenge the accuracy and completeness of the information obtained, if appropriate. DMRF will promptly correct or complete any personal information found to be inaccurate or incomplete. Any unresolved differences as to accuracy or completeness will be noted in the individual's file.

Individuals will be provided with any help needed to access their personal information, including clarifying exactly what they are looking for. Requested information will be provided in a timely manner, and in a form that is generally understandable. Depending on the amount of information requested, there may be a nominal fee charged to cover any costs associated with responding to the request.

WEBSITE PRACTICES

Usage tracking

Our websites may automatically record some general information about your visit in order for DMRF to engage in web statistical analysis using Google Analytics. We want to make sure our sites are useful to visitors and make the most efficient use of donor dollars in our service delivery and marketing efforts through targeted advertising. This information may include the:

- internet domain for your internet service provider, such as "company.com" or "service.ca" and the IP address of the computer you are using to access DMRF website;
- type of browser you are using, such as Internet Explorer, Firefox or Chrome;
- type of operating system you are using such as Windows or Macintosh;
- date and time of the visit to our site, the pages of our site that were visited, and the address of the previous website you were visiting if you linked to us from another website;
- age category, gender, and affinity interests as determined by demographic and interest reports available through Google Analytics.

We make no effort to personally identify you based on your visit to our site. If you wish, you may opt out of being tracked by Google Analytics by disabling or refusing the cookies; by disabling JavaScript within your browser; or by using the [Google Analytics Opt-Out Browser Add-On](#).

Data collected for web analytics purposes may be processed in any country where Google operates servers, and thus may be subject to the governing legislation of that country.

Cookies

We also use "cookies" that identify you as a return visitor and which can help us tailor information to suit your individual preferences. A cookie is a small text file that a website can send to your browser, which may then store the cookie on your hard drive. The goal is to save you time next time you visit, provide you with a more meaningful visit, and measure website activity. Cookies in and of themselves cannot be used to reveal your identity. Many browsers, however, allow you to disable cookie collection if you wish, or inform you when a cookie is being stored on your hard drive.

When you are not on DMRF sites

External links

DMRF also provides links to other websites which we believe may be of interest to you. DMRF is not responsible for the privacy practices of these other sites. We encourage you to read the privacy statements of each and every website that requests personal information from you.

Third party social media

DMRF's use of social media serves as an extension of its presence on the internet. Social media account(s) are public and are not hosted on DMRF's servers. Users who choose to interact with DMRF via social media should read the terms of service and privacy policies of these third-party service providers and those of any applications used to access them.

Further information on privacy and your rights in regard to your personal information may be found on the website of the Privacy Commissioner of Canada at www.priv.gc.ca.

If you have any questions about this policy, DMRF's privacy practices, or would like to access your personal information, please contact our office:

Privacy Inquiry
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* NOTE: We cannot guarantee the security of e-mail communications over the internet.

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