

## A. INTRODUCTION

### **About Sinai Health System Foundation**

Sinai Health System Foundation (the “Foundation”) is a registered charity that works collaboratively with Arthritis Research Foundation (“ARF”) and Bridgepoint Foundation (“BF”) to fundraise for Sinai Health System (“SHS”), a public hospital operating in the Province of Ontario.

### **Our Commitment**

We are committed to protecting the privacy of our donors, employees, volunteers, website visitors and other stakeholders. We are accountable and transparent in how we treat your Personal Information. The Foundation does not sell, rent or trade its mailing lists or other Personal Information.

### **What is Personal Information?**

"Personal Information" means information about an identifiable individual, including any information about you or that can be used to identify you. For the purposes of this Privacy Policy, Personal Information means any information provided to or collected by the Foundation about an identifiable individual.

### **Scope of this Privacy Policy**

This Privacy Policy applies to any Personal Information provided to or collected by the Foundation through any and all of our websites (“Websites”), by email, facsimile, postal mail, hand delivered, verbally or any other means.

### **Purpose of this Privacy Policy**

The purpose of this Privacy Policy is to give you information about what Personal Information the Foundation collects from you, why we collect it and how we use it, as well as what happens if you choose not to disclose certain Personal Information to us. This Privacy Policy is based on the principles outlined in the Canadian Standards Association’s Model Code for the Protection of Personal Information, set out in Schedule 1 of Canada’s *Personal Information Protection and Electronic Documents Act*. We will only collect, use and disclose your personal information in accordance with this Privacy Policy.

**YOUR USE OF THESE WEBSITES SIGNIFIES YOUR AGREEMENT WITH THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, PLEASE DO NOT USE THE WEBSITES OR SUBMIT ANY PERSONAL INFORMATION TO US IN ANY MANNER AS DESCRIBED UNDER “SCOPE” ABOVE.**

**Please read this document carefully.**

## B. HOW THE FOUNDATION COLLECTS PERSONAL INFORMATION

The Foundation collects Personal Information in different ways, including:

- Direct interactions – you may voluntarily provide us with Personal Information by filling out forms; creating an account on our Websites; making a donation to the Foundation; applying to

work or volunteer for the Foundation; registering to attend an event; requesting information to be sent to you; subscribing for our publications; responding to one of our direct mail or telemarketing campaigns; participating in one of our events; posting comments on our Websites; or communicating with us face to face, over the telephone, by mail, by email, by text, through social media or through other means.

- Automated interactions – when you use our Websites we may automatically collect technical data about your equipment and browsing history using cookies and similar technologies (See E below for more information).
- Third party interactions – The Foundation receives limited Personal Information of patients who have been discharged from SHS. In order to protect patient privacy, SHS prepares all data provided to the Foundation and the Foundation does not have direct access to patient information. All data received from SHS is provided in compliance with applicable legislation and regulations (including the *Personal Health Information Protection Act, 2004*) and is limited to what is necessary for the Foundation’s fundraising activities. We may receive Personal Information about you from ARF or BF in the course of our normal fundraising, data analysis and data management activities.

### **C. WHAT PERSONAL INFORMATION IS COLLECTED BY THE FOUNDATION**

The Personal Information we may collect could include:

- Personal identifiers such as your name, date of birth and gender
- Contact information such as your mailing address, telephone number and email address
- Credit card and bank account information, if you make donations or purchase goods or services from us. We collect this information via secure payment processing services
- Donor information such as your donation history
- Employment history and background checks for volunteers and employees, including results of police records checks
- Employee records
- Website - account information such as your log-in, user name, password information and other security information
- Event information
- Images, including photographs and videos
- Your Website - profile including all photos, posts, videos and other content
- Information about your device such as your IP address, location or provider and your usage information and browsing history. (See E below for more information)
- Information about your interactions with our content on third-party sites or platforms, such as Facebook and Instagram

- Communications such as letters, emails and digital communications that we send to you or that you send to us
- Your child's name, and age when participating in programs that include children
- Personal Information you give us that we did not request (such as Personal Information you voluntarily put into an email to us or in a comments box on our Websites).

## **D. OUR GUIDING PRINCIPLES**

### **1. Accountability:**

The Foundation is responsible for Personal Information under our control. We have designated a Privacy Officer to be accountable for our compliance with these principles and to oversee questions relating to privacy and this Privacy Policy. If you have any questions about this Privacy Policy, including how to exercise your legal rights, or if you would like specific information about how we manage Personal Information, please contact the Privacy Officer at:

Susan Davis  
 VP, Governance & CAO  
 Sinai Health Foundation  
 1001-522 University Avenue  
 Toronto, Ontario M5G 1W7  
 T 416-586-5910  
 C 647-620-3046  
 F 416-586-8639  
[susan.davis@sinaihealth.ca](mailto:susan.davis@sinaihealth.ca)

### **2. Identifying Purposes:**

The Foundation identifies the purposes for which Personal Information is collected at or before the time the information is collected.

We use the Personal Information we collect to manage our operations and for various purposes associated with the programs and services we provide. We collect, use, and disclose Personal Information only for purposes that a reasonable person would consider appropriate in the circumstances.

The main purposes for which we generally use Personal Information are:

- To manage, oversee and administer our operations
- To contact you for fundraising purposes
- To carry out fundraising activities to meet the needs of SHS, on our own and in collaboration with ARF and BF
- To receive and process your donations or online purchases
- To receipt and acknowledge your donations

- To provide donor stewardship and recognition information
- To maintain and manage relationships and provide customer service
- To determine your solicitation preferences and whether you have subscribed to or unsubscribed from any of our mailing lists or publications
- To respond to your requests for information
- To track communications with you
- To identify and authenticate you in our information system and network
- To provide, administer and protect our Websites, information system and network
- For privacy and quality management audits and training
- For data analysis and data management, on our own and in collaboration with SHS, ARF and BF
- To protect our rights, property or safety or that of our employees, volunteers or any other person
- For other purposes that we have told you about and for which you have given us your consent
- To fulfill other purposes permitted or required by law.

We do not collect more Personal Information than we need to achieve these purposes.

### **3. Consent:**

We only collect, use and disclose Personal Information with your knowledge and consent. Your consent may be expressed orally, electronically or in writing or it may be implied. We are committed to obtaining meaningful consent and use clear explanations and plain language to make sure that our consent processes are understandable and user friendly.

You have the right at any time to withdraw or cancel your consent to the collection, use or disclosure of your Personal Information by contacting the Foundation's Privacy Officer, Susan Davis, at [susan.davis@sinaihealthsystem.ca](mailto:susan.davis@sinaihealthsystem.ca). Withdrawals of consent only take effect from the date of cancellation. They cannot be retroactive. We will let you know if your withdrawal could have any consequences, such as the Foundation being unable to provide you with goods or services.

### **4. Limiting Collection:**

The Foundation will only collect personal information for the purposes identified in this Privacy Policy. If we want to collect information for a different purpose, we will tell you what that purpose is in writing and obtain your consent.

We will not collect, use or disclose more Personal Information than is reasonably necessary to meet the identified purposes. We will limit our collection of Personal Information to that which is necessary for the purposes identified by the Foundation. We collect Personal Information only by fair and lawful means.

## **5. Limiting Use, Disclosure and Retention:**

The Foundation will only use or disclose Personal Information for the purposes for which it was collected, as defined in this policy unless we have your consent to use it for a different purpose or if we are required by law. If we want to use or disclose your Personal Information for a new purpose, we will advise you of this purpose in writing and obtain your consent.

We keep Personal Information only as long as necessary to achieve the purposes for which it was collected although we may retain certain Personal Information indefinitely if we are required to do so by Canada Revenue Agency or by our insurers. If you have made a request to access Personal Information, we will keep that Personal Information for as long as is necessary to allow you to fully seek any remedies (exhaust any recourse) that you may have under federal and provincial legislation across Canada.

We do not disclose or share Personal Information more widely than is necessary to achieve the purposes for which it was collected.

However, we may share Personal Information with the parties set out below for the following purposes:

- SHS, ARF or BF, subject to data sharing agreements with those organizations, in connection with our joint fundraising activities.
- Other registered charities in connection with specified fundraising activities, subject to agreements requiring them to follow appropriate privacy practices
- Service providers, such as those who provide us with IT and system administration services, fundraising services, telemarketing services, direct mail services, donor relations services, donation management services, database management services and after hours calls management services
- Professional advisors, such as lawyers, auditors, bankers and insurers who provide us with legal, accounting, auditing, banking and insurance services
- Government, regulatory authorities, law enforcement, dispute resolution bodies, courts and similar entities to comply with any legal or regulatory obligation, to detect and prevent crimes or to assert or defend legal rights and interests
- Any persons or entities where we have a legitimate business reason for doing so, such as to manage risk, to process payments to you or to someone on your behalf or to perform or carry out the terms of any contract between us
- To the transferee if we transfer, sell or dispose of all or substantially all of our assets or operations
- To anyone we reasonably believe is your agent
- To other third parties if we have told you about them and you have given us your consent.

We require all third parties to respect the security of your Personal Information and to treat it in accordance with all applicable legal requirements. All third party service providers are required to enter into contractual agreements with us that prevent them from using your Personal Information for their own purposes and require them to use your Personal Information only for specific purposes in accordance with our instructions and all applicable legal requirements.

## **6. Accuracy:**

The Foundation has adequate processes and safeguards in place to keep Personal Information as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used. We will not routinely update Personal Information, unless such a process is necessary to fulfil the purposes for which the Personal Information was collected. To change or modify any Personal Information previously provided to the Foundation, contact the Privacy Officer at [susan.davis@sinaihealthsystem.ca](mailto:susan.davis@sinaihealthsystem.ca).

## **7. Safeguards:**

We will take reasonable steps to keep Personal Information in both paper and electronic format protected against loss, theft, snooping, hacking or people collecting, disclosing, copying, using or changing it without authorization. We use security safeguards appropriate to the sensitivity of the information. Our methods of protection include:

- Physical measures - such as areas of restricted access and locked filing cabinets.
- Organizational measures - such as security policies and procedures, employee training on privacy issues, security clearances and limiting access on a "need-to-know" basis.
- Technological measures - such as passwords, encryption, audits as well as strong data security software and systems to protect the Personal Information in the Foundation's custody from hackers and malicious intruders. Our software is routinely updated to maximize protection of Personal Information.

The Foundation makes all employees, volunteers as well as third party service providers aware of the importance of maintaining the privacy and security of Personal Information. All Foundation employees and volunteers must sign a confidentiality agreement. We require all third party service providers to enter into contractual agreements that require them to respect the security of your Personal Information and to treat it in accordance with all applicable legal requirements.

We securely destroy Personal Information so that reconstruction is not reasonably possible. This prevents unauthorized parties from gaining access to the Personal Information.

While we are committed to protecting your Personal Information, our security practices and technology measures cannot guarantee absolute security of Personal Information and we cannot ensure or warrant the security of any information you provide to us. You can reduce risk to your own Personal Information by using strong passwords, keeping your passwords confidential and following other Personal Information security best practices.

## **8. Openness:**

The Foundation will make available to individuals specific information about our policies and practices relating to the management of Personal Information, including by posting this Privacy Policy on our Websites. If you have any questions about this Privacy Policy, including how to exercise your legal rights, or if you would like specific information about how we manage Personal Information, please contact the Privacy Officer at [susan.davis@sinaihealth.ca](mailto:susan.davis@sinaihealth.ca).

## **9. Individual Access:**

If you make a request to the Privacy Officer, we will inform you of the existence, use, and disclosure of your Personal Information and we will give you access to your Personal Information. We will respond to your request within the time periods provided for under applicable laws.

## **10. Challenging Accuracy and Completeness:**

You can challenge the accuracy and completeness of your Personal Information and have it changed or corrected as appropriate if there is an error or omission by contacting the Privacy Officer. We will respond to your request within the time periods provided for under applicable laws. If we identify a gap in compliance, we will take appropriate steps to remedy the situation, including changing our policies and practices if necessary. You may also access our complaints policy by clicking on the following link:  
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## **E. INFORMATION COLLECTED THROUGH TECHNOLOGY AND SOCIAL MEDIA**

A cookie is a small text file that is placed on your device when you visit a website and can last either for the duration of your visit (a “session cookie”) or for repeat visits (a “persistent cookie”). When you visit our Websites we may automatically collect information about you using cookies and other similar mechanisms that work in the same way. We use the word “cookie” in this Privacy Policy to refer to all files that collect information in this manner.

Some of the cookies we use are necessary to enable you to use our Websites. Other cookies may not be essential but may make it easier for you to use the Websites (such as by remembering you when you return to the Website). Some cookies are used for advertising or tracking purposes.

We use cookies for the following purposes:

- to identify you when you visit and navigate the Websites (authentication)
- to determine if you are logged into the Websites (status)
- to store information about your preferences and to personalize the Websites for you (personalization)
- as a security measure, to prevent fraud and to protect the Websites (security)
- to help us analyze the use and performance of our Websites (analysis)
- to allow our advertising partners to track and analyze your behaviour on our Websites and across the internet including Google Analytics, which tracks website usage and traffic (tracking). Google Analytics collects data about you when you visit our Websites, including your network location and IP address. The data that is collected is sent to Google’s servers, which are located in the US and in other countries. To learn more about how Google Analytics collects and processes data, please click here:

<https://www.google.com/policies/privacy/partners/>

- to allow SiteImprove to do third party analysis
- to publish interest-based advertisements on our Website that are tailored to reflect your interests (advertising).

We collect the following types of information through cookies:

- your IP address
- your approximate geographic location
- the type of operating system you are using (eg Windows or Mac)
- the type of device you are using
- the type of browser you are using
- your domain name
- which pages you visit on our Websites and how frequently
- the date and time of those requests.

We collect this information to better understand how visitors use our Websites, to improve the content of the Websites and to improve your interaction with the Websites by making it easier for you to get back to the pages you have looked at the next time you visit.

You have choices when it comes to cookies. All major browsers allow you to disable cookies. If you do not want information collected through the use of cookies, you can disable cookies by changing the setting of your Internet browser. If you disable cookies, you may be unable to access some features on our Websites.

Our Websites may also provide links to third party websites. Clicking on those links may allow third parties to collect or share information about you. We cannot control these third party websites and we are not responsible for the actions or policies of such third parties. You should check the privacy policies of third parties when visiting their websites or when providing any Personal Information to them.

We may collect Personal Information when you interact with our content on third-party sites or platforms, such as Facebook, Instagram or You Tube. This may include data such as comments or feedback, "likes" or shares, profile data or the fact that you viewed or interacted with our content. If you voluntarily post or submit any information on these platforms, your Personal Information may be automatically included in the posting and may be collected and used by others.

## **F. PROTECTING THE PRIVACY OF CHILDREN AND YOUTH**

We understand that Personal Information relating to children and youth is particularly sensitive, especially the younger they are. Consistent with the position of the Office of the Privacy Commissioner of Canada, we will not knowingly collect Personal Information from children under the age of 13 unless we have the consent of their parents or guardians. We collect the minimum amount of Personal Information of children and youth necessary to achieve our purposes.

**If you are a child or youth, you should review this Privacy Policy with your parents or guardians to make sure that you understand and consent to everything in it. IF YOU ARE UNDER THE AGE OF 13, you should not access our Websites or provide us with any Personal Information unless your parent or guardian has consented. If we discover that we have collected Personal Information from a child under the AGE OF 13 without parental consent, we will delete that Personal Information.**

#### **G. COMPLIANCE WITH CANADA'S ANTI-SPAM LEGISLATION**

The Foundation complies with the requirements of Canada's Anti-Spam Legislation ("CASL"), as amended from time to time at all times, including when: sending emails or texts from a Foundation account, email address or domain name, obtaining consent from recipients to send emails or texts, managing and responding to requests to unsubscribe and documenting and retaining records of consent. The Foundation does not send commercial electronic messages ("CEMs") to any person unless it has express or implied consent from the recipient, the CEM includes identification and contact information for the sender and the CEM has an unsubscribe mechanism. To ensure compliance with CASL, the Foundation has written policies and procedures, updates its volunteers and staff regarding CASL requirements and keeps records of consents and requests to unsubscribe. Complaints regarding the sending of CEMs and requests to unsubscribe from CEMs should be directed to the Privacy Officer at [susan.davis@sinaihealth.ca](mailto:susan.davis@sinaihealth.ca).

#### **H. OTHER JURISDICTIONS**

Some or all of the Personal Information we collect may be transferred to third party service providers in the course of our normal operations or activities including, without limitation, being stored on servers in cloud-based environments or transferred through other technological measures to trusted third parties to assist us in serving you. Some of our service providers are located outside of Canada and therefore Personal Information may be stored or processed in jurisdictions outside of Canada. As a result, this information may be subject to access requests from governments, courts, or law enforcement in those jurisdictions according to laws in those jurisdictions.

In addition to the rights listed in this Privacy Policy, other jurisdictions, such as the European Union ("EU") grant other rights with respect to Personal Information. If you reside in the EU, these rights include the rights to access your Personal Information; to have us erase it; to obtain and reuse it for your own purposes and to restrict its processing. Certain limitations on or exceptions to these rights may apply. If you are an EU resident, we may have to process or store your Personal Information outside of the EU. We use contracts with third party service providers and other mechanisms to protect your Personal Information in accordance with this Privacy Policy and applicable law.

#### **I. CHANGES TO PRIVACY POLICY**

We may make changes to this Privacy Policy from time to time, such as in response to developments and changes in privacy law. When we post changes to this Privacy Policy on our Websites, we will change the "last updated" date at the top of this Privacy Policy. If possible, we will post notices of significant changes before they take place. Your continued use of these Websites after any changes are made signifies your agreement with the terms of the revised Privacy Policy.