



Approved By	Board of Directors
Committee Oversight	Strategic Planning /Nominating
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<b>Note:</b> This is a public document which is available through the SGHF website.	

## PRIVACY POLICY

### POLICY STATEMENT

#### Our Respect for Your Privacy

The Stratford General Hospital Foundation (Foundation) is committed to safeguarding the privacy of our donors, employees, volunteers and stakeholders. We respect your right to confidentiality and take all necessary steps to ensure that your personal information is protected in accordance with the applicable Canadian privacy laws. Our policy aligns with the privacy guidelines outlined by the Canadian Centre for Philanthropy, the Donor Bill of Rights, and the ethical standards set forth by the Association of Fundraising Professionals, the Canadian Centre for Philanthropy and the Association for Healthcare Philanthropy.

***The Foundation will never sell, trade or share our contact lists.*** We are committed to transparent, accountable handling of your information and to maintaining the trust you place in us when you choose to share your personal details.

### DEFINITIONS

"Personal Information" refers to any data about you that the Foundation collects through interactions such as website visits, donations, events, and direct communication. This includes, but is not limited to, your name, contact information, donation history, and any other personal or financial information provided voluntarily.

### PURPOSE

The purpose of this Privacy Policy is to inform donors about:

- What personal information we collect.
- How and why we use it.
- The options available to you regarding disclosing your personal information.

## **COLLECTION AND USE OF PERSONAL INFORMATION**

The Foundation collects personal information that is necessary for carrying out our charitable functions, such as processing donations, communicating about our activities, and maintaining donor relations. The data collected may include, but is not limited to:

- **Name, address, telephone numbers, email address, and donation history.**
- **Payment details:** credit card information or other financial details for processing donations.
- **Event-related information:** participation in Foundation events, including images and videos.
- **Other relevant information:** such as communications sent to or received from you, and social media interactions.

We collect personal information to comply with regulatory requirements (e.g. Canada Revenue Agency), manage donor relations, provide stewardship, and communicate about the activities of the Foundation and the Huron Perth Healthcare Alliance. We will not collect more information than necessary to fulfill these purposes.

## **HOW THE FOUNDATION COLLECTS PERSONAL INFORMATION**

We collect information through:

1. **Direct interactions:** Donors may voluntarily provide personal information through donation forms, event registrations, job or volunteer applications, and other means of communication (e.g., in person, by phone, by mail).
2. **Automated interactions:** As you use our website, we may automatically collect data such as your browsing history, device information, and IP address using cookies and similar technologies.
3. **Third-party interactions:** If you interact with third-party fundraising platforms, such as Ascend Fundraising Solutions, we may receive personal information from them related to your activities on those platforms.

## **HOW WE USE YOUR PERSONAL INFORMATION**

The Foundation uses personal information for the following purposes:

- To process donations and acknowledge contributions.
- To communicate about fundraising campaigns and activities.
- To maintain donor stewardship, including providing receipts and recognition.
- To enhance your experience with our website and digital platforms.
- To comply with legal and regulatory obligations.

We do not disclose personal information for purposes unrelated to the above without your consent.

## **DISCLOSURE OF PERSONAL INFORMATION**

Personal information may be shared with the following parties:

- **Foundation employees, Board members, and volunteers.**
- **Service providers:** third-party contractors that help with tasks such as IT services, payment processing, and fundraising efforts (such as direct mail campaigns, Foundation newsletter distribution and lottery activities).
- **Professional advisors:** including auditors, lawyers, and insurance providers.
- **Regulatory authorities:** to comply with legal requirements or resolve disputes.
- **Other parties:** as necessary for legitimate business interests or in the case of asset transfers, mergers, or acquisitions.

We ensure that third-party providers adhere to our privacy and security standards through contractual agreements.

## **ACCURACY AND SAFEGUARDS**

We are committed to maintaining the accuracy and integrity of personal information. We take reasonable steps through our fundraising practices to ensure that personal information is accurate, complete, and up-to-date for the purposes for which it is used.

The Foundation employs appropriate physical, organizational, and technological safeguards to protect your information from unauthorized access, use, or disclosure. These safeguards include:

- **Physical:** Restricted access areas, locked file storage.
- **Organizational:** Employee training, confidentiality agreements, limited access to data on a need-to-know basis.
- **Technological:** Encryption, secure payment processing, firewalls, and updated security software.

While we take these steps to secure your personal information, no system can guarantee absolute security. We recommend that you follow best practices, such as maintaining secure passwords, to further protect your information.

To make any corrections to your personal information, please contact the Foundation at [sgf.foundation@hpha.ca](mailto:sgf.foundation@hpha.ca) or 519-272-8210 ext. 2626.

## **COOKIES AND TECHNOLOGICAL MEASURES**

When you visit our website, we may use cookies and similar technologies to collect data about your device and browsing behavior. This helps us improve your experience on our website and for analysis purposes. You can disable cookies via your browser settings, although this may affect some website functionalities.

## **ACCESS TO YOUR PERSONAL INFORMATION**

You have the right to access and correct your personal information. To request access, please contact us with appropriate identification. We will respond to your request within a reasonable timeframe, in compliance with applicable law. Certain exceptions may apply, and we may not be able to disclose all information for legal reasons. There are no fees associated with accessing your personal information.

## **REVIEW**

This policy will be reviewed every two years by the Strategic Planning/Nominating Committee to ensure that the Foundation continues to comply with charitable laws, regulations, guidelines, and best practices.

In the interim, this policy may be revised or rescinded if the Strategic Planning/Nominating Committee deems fit.

Any changes will be posted on our website with the date of the update.

## **CONTACT INFORMATION**

If you have any questions or concerns about your personal information or this Privacy Policy, or if you wish to opt out of our marketing campaigns, please contact:

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