

	Policy Section	ADMIN	PAGES 7	DOCUMENT NUMBER AD02
	Issuing Authority	Board of Directors		
Subject: Privacy Policy			Cross -Reference Document Number: Bylaws; Ethical Fundraising; Gift Acceptance; Risk Identification & Mgmt Plan; Complaints Policy; Confidentiality & Communications	
Board Approved Date	May 25, 2017			
Effective Date	May 25, 2017		Supersedes Number:	
Next Review Date	May 25, 2020			

POLICY STATEMENT:

Niagara Health Foundation (hereinafter referred to as NHF) is committed to protecting the privacy of the personal information of its donors, volunteers, employees, and other stakeholders. We value the trust of our supporters and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that is shared with us.

During the course of our various projects and activities, we frequently gather and use 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. Our privacy practices are designed to achieve this.

We uphold the principles of the Donor Bill of Rights (Appendix C). Our privacy policy adheres to the Personal Information Protection and Electronic Documents Act (PIPEDA) www.privcom.gc.ca.

Defining Personal Information:

Personal information is any information that can be used to distinguish, identify or contact a specific individual. This information can include an individual's opinions or beliefs, as well as facts about, or related to, the individual. Exceptions: business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, 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.

Practices:

1.1 Accountability

1.11 Privacy Officer

NHF's designated Chief Privacy Officer (CPO) works closely with the Privacy / FOI office of the Niagara Health System and in accordance with the principles and policies of the Imagine Canada Ethical Fundraising Standards, and PIPEDA, PHIPPA and FIPPA legislation and the Memorandum of Understanding NHS/NHF (Sharing Patient Information) to promote and protect the privacy of all benefactors of the Niagara Health Foundation.

1.12 Third Party Use of Personal Information

Niagara Health Foundation uses third party vendors for services that would not be practical or cost-effective for us to perform ourselves. In all cases, the third party vendor signs a confidentiality agreement promising that it will take every precaution to protect the personal information in its possession and to destroy it upon completion. (Appendix A)

Further, data sent between NHF and third party vendors will be encrypted to ensure protection.

1.13 Mail Processors

NHF uses third parties to process mailings. This requires sending name, address, and sometimes last gift information, usually segmented into specific categories based on gift frequency. The mailing house addresses, sorts, and co-ordinates the distribution of these mailings.

1.14 National Change of Address

Niagara Health Foundation uses a third party vendor licensed to use Canada Post's National Change of Address Service. This service helps us eliminate unwanted mailings to our donors' former addresses when they move.

1.15 Affinity Marketing Programs

When NHF works with partners to administer its affinity marketing programs, donor names and address information is sent to a mailing house/telemarketing firm that works on our Niagara Health Foundation's behalf to market the program. Only if a donor decides to respond to an offer, is the name and address information passed on to the affinity partner. Any other information, including financial, collected to complete the transaction or necessary for the partner to administer the program is considered the property of marketing partner and not shared with Niagara Health Foundation.

Further, NHF is not informed of the names of any individuals who choose to enroll in the programs if this is considered personal information.

All donors will have at least one opportunity to exclude themselves from our affinity marketing programs before being contacted for such an offer.

1.16 Database Analysis

Niagara Health Foundation occasionally employs a third party to analyze our database to help us improve our fundraising practices. Only information necessary to the analysis is released.

1.2 Identifying Purposes

Before personal information is collected, NHF must identify the purpose for which it is being collected. (Appendix B) Safeguards are in place to ensure that the information is not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered unless otherwise required by law. Should a new purpose be established, individuals must be notified of the change.

1.3 Consent

1.31 Implied Consent

In the collection, use or disclosure of personal information, knowledge and consent of the individual is required. This consent must be meaningful and easily understood. Niagara Health Foundation will consider a donation as implied consent to inform the donor of the impact of their gifts and include them in future communications to support Niagara Health Foundation unless otherwise indicated by the donor.

1.32 Withdrawal of Consent

Niagara Health Foundation offers individuals the opportunity not to receive any or all communications from us. Such requests will be respected and acted on promptly. Opt-out clauses will be included in all direct mail pieces.

1.33 Former Patient Solicitation

NHF receives limited information on patients who have been discharged in accordance with the "Memorandum of Understanding - Part 2 Sharing of Patient information. Safeguards have been put in place to protect patient privacy and to eliminate inappropriate mailings.

Only if an individual responds to a mailing does NHF know of their name & address. NHF does not receive patient codes attached to any individual record. This mailing will include an opt-out clause.

1.34 Publication of Donor Lists

With respect to the publication of donor lists by gift category, donor requests for anonymity will be honoured.

1.4 Limiting Collection

Personal information collected is limited to that which is necessary to fulfill the purposes identified.

Information will be collected only by lawful means without misleading or deceiving individuals as to the reason. The source of the data will be indicated on each file.

1.5 Limiting Use, Disclosure and Retention

NHF collects, uses and discloses personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. When information is no longer needed it will be destroyed.

NHF only uses the information it collects for Niagara Health Foundation programs that support Niagara Health Foundation .

1.6 Accuracy

NHF will ensure that personal information is as accurate, complete, and up-to-date as possible.

1.7 Safeguards

NHF will ensure that steps are taken to protect personal information from theft and loss, as well as unauthorized access, disclosure, copying or use.

Hard copies of records are kept in locked cabinets and are accessible by NHF staff only on a need to know basis. Only NHF staff with confidential passwords may access electronic records.

Information obtained from donors or visitors to our website is protected by special electronic security measures. NHF only captures information from our website if a visitor chooses to make a donation, fill out a form or contact us.

1.8 Openness

NHF publishes our personal information protection policies and practices and clearly indicates who serves as the Niagara Health Foundation's designated Chief Privacy Officer. This information is posted on our website and available in print form.

1.9 Individual Access

Upon request, individuals will be informed of the existence, use and disclosure of all of their personal information and be given access to that information. An individual has the right to challenge the accuracy and completeness of the information and have it amended if appropriate. An exception to this would be if information could not be disclosed for legal, security or other reasons.

If the information requested contains personal information about another individual, the other individual's information must be removed before the request is honoured.

All requests for access will be responded within a reasonable time (not more than 30 days) and at minimal or no cost to the individual.

1.10 Challenging Compliance

An individual can challenge NHF's compliance with this policy. If so, NHF will follow the procedures outlined in its Complaints Policy Number: AD03

In the event that an individual challenges NHF's compliance with the policy, the procedures outlined in the Complaints Policy AD03 will be followed.

Updating of Privacy Policy

This policy will be regularly reviewed and updated as required. Revisions will be posted on the Niagara Health Foundation's website.

Contact Information

Question, concerns or complaints relating to Niagara Health Foundation's privacy policy on the treatment of personal information should be directed to Niagara Health Foundation. Tel.: 905-323-3863, Fax: 289-398-1018, or Email: foundation@niagarahealth.on.ca

Further information on privacy and personal information may be found on the website of the Privacy Commissioner of Canada at www.privcom.gc.ca.

Privacy Policy

Appendix A

An Agreement
Between

(Company /Vendor)

and

NIAGARA HEALTH FOUNDATION ("The Foundation")
65 Third Street
Welland, Ontario
L3B 4W6

In order to protect the privacy of the individuals who comprise the database of the Niagara Health Foundation, (Company) agrees to hold such information in the strictest confidence. Its staff will limit access to this information which will be destroyed / deleted upon receiving instructions from Niagara Health Foundation. It will be used in accordance with the instructions provided by Niagara Health Foundation and for no other purposes whatsoever.

(Company) agrees not to share information with any other person organization, except with the prior written approval of Niagara Health Foundation. It will not be retained for any other purpose. It will not be duplicated, reproduced or stored, electronically or otherwise, in whole or in part, without the prior consent of Niagara Health Foundation.

(Company) is responsible for the implementation of security safeguards to protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.

(Company) agrees that Niagara Health Foundation has at all times the right to demand immediate return of the information and all copies, excerpts, duplications in any form in the possession of (Company), their employees or agents, and that following such demand, the same shall be returned to Niagara Health Foundation and all access to the information will be terminated.

Name of Niagara Health Foundation

Date _____

(Name of Principal & Company)

Date _____

Sample Purpose Statement

Your privacy is very important to us:

Niagara Health Foundation contacts its friends periodically to share news and information about Niagara Health Foundation by mail, phone or email. If you have any questions about this process, please call us at 905-323-3863 so that we can note and adhere to your personal privacy preference.

- Please exclude me from your mailing list.
- This gift has been made anonymously.
- Please exclude my name from lists celebrating donors by gift level.

A DONOR BILL OF RIGHTS

DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profits

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III

To have access to the organization's most recent financial statements.

IV

To be assured their gifts will be used for the purposes for which they were given.

V

To receive appropriate acknowledgement and recognition.

VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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As members of Association of Fundraising Professionals (AFP) we believe that ethical standards and principles are the Niagara Health Foundation for maintaining public trust. Niagara Health Foundation of philanthropy is ethical fundraising, and a key mission of AFP is to advance and foster the highest ethical standards through its Code of Ethical Principles and Standards of Professional Practice.