



**United Way**  
Halifax

# Privacy Policy

**Last Revised**

July 29, 2020

## **I. Overview**

United Way Halifax (UWH) is committed to protecting the privacy of its donors, volunteers, employees and other related parties. We value the trust and ongoing commitment of those who contribute to our strategic objectives and as such, recognize that this trust requires us to be transparent and accountable in maintaining the confidentiality of all personal information shared with our organization.

This policy governs the activities of UWH. UWH is an autonomous organization, legally separate from United Way Canada and other United Ways. While all United Ways share a commitment and respect for the privacy of individuals information, details on how each United Way does so can be obtained from by contacting the United Ways individually.

## **II. Our Commitment**

UWH is focused and committed to controlling the collection, use, disclosure and disposal of personal information. Recognizing that the organization's success is embedded within the critical support of numerous individuals who engage with us, it is essential that we protect the privacy of personal information.

## **III. Definitions**

Personal Information – is information that can be used to distinguish, identify, or contact a specific individual.

Consent – informed and voluntary agreement with what is being done or proposed. Expressed consent is given explicitly, either orally, in writing, or through a specific online action, such as clicking on “I agree”. Expressed consent is unequivocal and does not require any inference on the part of the organization seeking consent. Implied consent arises where consent may reasonably be inferred from the action or inaction of the individual.

Donor – any individual or organization that contributes funds to UWH.

Employee – a paid worker of UWH.

Board Member – elected members of the organization who serve on UWH Board of Directors and Standing Committees of the Board.

Volunteer – a non-paid worker of UWH who participates in related one-time or ongoing activities.

## **IV. Data Collection**

### Personal Information

Personal information includes any factual or subjective information, recorded or not, about an identifiable individual. This includes information such as age, name, ID numbers, income as well as opinions, evaluations, comments, social status, or disciplinary actions.

From time to time, UWH may, acting reasonably, collect information about identifiable individuals from published or public sources for the purposes of developing relationships with individuals.

The areas in which UWH collects and uses personal information in accordance with this policy are primarily centered on community, donations, workplace campaign participation, volunteers, event participation and employment.

### Community

UWH's work in community necessitates partnerships with individuals working on their own accord or as representatives of community agencies, governments and other organizations that share common objectives. UWH collects and utilizes personal information to keep individuals informed about ongoing projects, committee meetings and other relevant information. The organization may also, with the individual's permission, share personal information with those who hold similar social and community-oriented objectives.

### Donations

UWH collects and uses the personal information necessary to process donations and payments or redirect a donation or any part of a donation to another registered charity as instructed by the donor. The organization also issues tax receipts, confirms renewal of giving and maintains a donation history. In addition, we keep donors informed in regards to giving opportunities and the work of UWH, acknowledge and recognize donations with the permission of donors, and comply with federal and provincial regulatory guidelines and reporting requirements.

### Workplace Campaign

UWH supports private and public sector organizations who wish to run internal employee giving campaigns. We may be provided with employee names, business contact information, and other employee-related information in order to provide personalized campaign pledge tools, whether paper pledge forms or secure online links, to carry out the workplace campaign.

Data provided to UWH is used only for the purposes of setting up pledge tools. Should an employee make a donation, UWH retains personal information provided directly by the donor and any associated workplace employment information required to manage the donation. If the employee chooses not to make a donation or receive further information, UWH does not retain any information provided by the workplace.

### Volunteers

Much of UWH's work is contingent on the dedication and time commitment from volunteers. As such, collection of volunteer information is only used to advise individuals of event information, the ongoing work of the organization, to schedule meetings and to facilitate the work of Board, Standing Committees and Councils.

### Event Participation

UWH collects and uses personal information to communicate with individuals in regards to:

- Events;
- Volunteer opportunities;

- Issues concerning transactions;
- The work of UWH;
- Recognizing participation; and,
- Complying with federal and provincial regulatory guidelines and reporting requirements.

### United Way Employees

UWH collects and uses personal information to establish, maintain, administer, and terminate an employment relationship. This includes ongoing obligations regarding benefits, medical history, and pension.

### Consent

UWH only collects, uses, and discloses personal information with the individual's permission. The method of information collection varies depending on the sensitivity of the information, along with the reasonable expectations of the individual. Donor, volunteer, and employee permission is collected through varying means: in writing; implied; verbally; and electronically.

Depending on the sensitivity of the Personal Information, consent may be implied, deemed or express. Express consent can be provided orally, electronically, or in writing. Implied consent is consent that can reasonably be inferred from an individual's action or inaction. Consent is typically captured when UWH collects an individual's personal information. If United Way plans to use or disclose Personal Information for a purpose not previously identified (either in this Policy or separately), it will endeavour to advise an affected individual of that purpose before such use or disclosure.

Individuals can withdraw their permission to collect, use and disclose their personal information at any time, subject to legal and contractual restrictions and reasonable notice by contacting UWH. A change in or withdrawal of consent may limit the organization's ability to provide products or services to, or acquire products or services, from that individual.

### Accuracy

UWH will make every effort to ensure that data collected from individuals is accurate and appropriately maintained. Should an individual's information be altered in any capacity, it is their responsibility to inform the organization of the change and request an update to their personal information record.

### Security

UWH maintains the appropriate technical and organizational safeguards to protect your personal information against loss, theft, unauthorized access, disclosure, copying, use or modification.

Access to personal information is restricted to UWH employees, agents and authorized service providers who require such information for their respective jobs and tasks.

### Website

We collect two basic types of information on our websites, personally identifiable information which you submit and information about your interaction with our websites using digital markers

such as cookies. We collect personally identifiable information when you provide it to us by participating in certain activities that require response, registration or donations.

When you visit our website, we also automatically log information about your visit. The information collected about your visit includes, but is not limited to:

- The current Internet protocol (IP) address and the type of computer operating system you are using (e.g. Microsoft Windows or Mac OS)
- The type of browser you are using (e.g. Firefox or Internet Explorer)
- The referring website that brought you to the UWGT website
- Your UDID (for mobile devices)
- The domain name of your Internet Service Provider
- Your activities while visiting the Website (e.g. which of our Web pages you viewed)

Individuals are able to set their browsers to notify them of cookies. There is also the option to set your browser to turn off cookies. Should an individual choose to disable their cookies, some areas of UWH site may not function appropriately.

UWH reserves the right to perform statistical analysis of user behaviour and characteristics to measure interest in and use of the various sections of our website. This will allow the organization to improve design and navigation, as well as gather marketing information. UWH may use third party services, such as Google Analytics, to process this information. Only aggregated data from this analysis will be used for such purposes.

UWH, in some instances, may include links to third party sites from the organization's website. These third party sites have separate and independent privacy policies. UWH has no responsibility or liability for the content and activities of these linked sites.

### Openness

UWH's Privacy Policy is available to any individual affiliated with the organization. If an individual is unable to access the website and requires the policy in another format, they may contact UWH.

### **V. Questions**

Should an individual have any questions, comments or concerns regarding our privacy policy, please contact our Director, Governance & Operations at 902-461-3064.