



IABC/Toronto Privacy Policy

At IABC/Toronto we recognize the importance of privacy and are committed to maintaining the accuracy, confidentiality and security of your personal information. This privacy policy describes the personal information that IABC/Toronto collects, how it is managed and the circumstances under which it may be disclosed.

IABC/Toronto's privacy policy is based on the [Personal Information Protection and Electronic Documents Act](#) (PIPEDA). This act establishes rules to govern the collection, use, and disclosure of personal information in a manner that recognizes the right to privacy of individuals with respect to their personal information and the need of organizations to collect, use, or disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances.

IABC/Toronto's privacy policy is also based on the [Canadian Anti-Spam Legislation](#) (CASL). We act in accordance with CASL each time our organization makes use of commercial electronic messages (or CEMs). All IABC/Toronto mass emails include an opt-in/out in the footer.

This privacy commitment only applies to IABC/Toronto. We are part of the global organization [IABC](#) (IABC World Headquarters) and IABC Canada East Region. Some programs and services you request may be provided by IABC or another affiliate. When they are, information about how your privacy is protected will be provided by the affiliate entity.

What is personal information?

Personal information is any information about an identifiable individual (e.g., name, address, email address, credit card information). Information that is publicly available, such as a telephone book listing, is not considered to be personal information.

What information does IABC/Toronto collect?

(1) Personal information

IABC/Toronto only collects personal information about members, volunteers, guests, and sponsors for email communications, and program and service delivery, as well as to establish, maintain and manage our relationship with you.



Your provision of personal information to IABC/Toronto and/or IABC World Headquarters means that you agree and consent to the collection, use and disclosure of your personal information in accordance with this privacy policy. If you do not agree with these terms, please do not provide any personal information to IABC/Toronto or IABC World Headquarters. However, failure to provide your personal information to IABC/Toronto or IABC World Headquarters may prevent us from offering you services and/or programs that you have requested.

The information IABC/Toronto collects is the minimum amount we need to demonstrate and maintain a service, volunteer, participant or sponsor relationship with you. This information may include:

- Contact and identification information, such as your name, address, telephone number and email address.
- Financial information such as your payment methods, details and preferences for online financial transactions such as event registrations or standard credit card information (card number, card type and expiration date, and CVV number) via a secure, 128-bit encrypted Secure Sockets Layer (SSL) session. SSL is the proven standard for secure web transactions.
- Other personal information used for purposes that a reasonable person would consider appropriate in the circumstances (e.g., if you have demonstrated an interest in certification, we may send you information regarding our CMP or SCMP certification programs.)

Some of the information IABC/Toronto collects is needed to satisfy the requirements of the Canada Revenue Agency (e.g., income tax receipts). There are also circumstances where the use and/or disclosure of personal information without consent is justified or permitted. These circumstances may include:

- Where required by law or by order or requirement of a court, administrative agency or other governmental tribunal
- Where IABC/Toronto believes, upon reasonable grounds, that it is necessary to protect the rights, privacy, safety or property of an identifiable person or group
- Where the information is public

(2) Website-generated information: “cookies” and “tags” on toronto.iabc.com

To improve our website on an ongoing basis, we use cookies to track your visit. IABC/Toronto also uses cookies to provide users with certain features, such as customized delivery of information.



A cookie is a small amount of data that is transferred to your browser by a web server and can only be read by the website that gave it to you. It functions as your identification card. It is not a program and cannot be executed as code or deliver viruses. IABC/Toronto does not report on individual user sessions.

Cookies can also customize the site to your particular interests or store your personal information, such as passwords or user IDs. If a site ever greets you with your name, chances are it is using a cookie to do so.

Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie – this gives you the chance to decide whether to accept it. To learn more about cookies and how to change your settings, please use the Help function in your browser.

Consent

For members, IABC/Toronto generally receives your personal information from IABC World Headquarters. This information is held in compliance with IABC/Toronto's privacy policy, PIPEDA requirements, and CASL requirements. Upon application to IABC World Headquarters, written consent of the individual applicant is sought for the collection, use, retention and disclosure of that individual's personal information for the purposes set out in the privacy policy. In addition to this, IABC/Toronto ensures the following:

- Individuals must be informed as to why personal information is being collected.
- All personal information collected is accurate.
- Consent must be obtained prior to the release of personal information to any third party.
- Individuals must be notified, and consent must be obtained prior to using personal information for any reason other than those provided at the time of collection.

Privacy practices

Personal information gathered by IABC/Toronto is kept in confidence. Our personnel are authorized to access personal information based only on their need to deal with the information for the reason(s) for which it was obtained. Personnel will be trained on PIPEDA.

Safeguards are also 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. Access to personal information is limited to authorized personnel who



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have a legitimate need to access the information. Appropriate security and safeguards are employed for the protection of personal information. We also take measures to ensure the integrity of this information is maintained and to prevent its loss or destruction.

Members have the right to withdraw their consent.

IABC/Toronto will be reviewing policies, practices and procedures on an annual basis, or as needed, making appropriate revisions.

Accuracy of information

IABC/Toronto endeavours to ensure that all personal information in active files is accurate, current and complete. Members are allowed to gain access to their personal information and make corrections, as appropriate.

When does IABC/Toronto disclose your personal information?

IABC/Toronto shares your personal information only with those parties who require such information to establish, manage and maintain our relationship with you, provided that your consent has been given. We may also disclose your personal information to third-party service providers whom we engage to mail association material, process fees, or answer your inquiry. These third-party providers only have access to personal information that is needed to perform the related function and may not use it for any other purpose.

Personal information is used only for the purposes for which it was collected, except with the consent of the individual or as required by law.

Retention of personal information

IABC/Toronto keeps personal information only as long as it is required for the reasons it was collected. The length of time we retain information varies, depending on the program, service or event and the nature of the information. The retention period may extend beyond your relationship with us. When your personal information is no longer required for IABC/Toronto purposes, the information is either physically destroyed or deleted using a safe, secure, and effective manner (e.g., shredding).

Web links

Please be aware that other websites that may be accessed through toronto.iabc.com may collect personal information about you. This privacy statement does not cover the information practices of those third-party websites linked to toronto.iabc.com

This IABC/Toronto website is hosted by a third party located in the USA. Please note the IABC/Toronto website contains links to other websites, including

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websites maintained by other IABC chapters, which are not governed by this privacy statement.

Data collection

In order to better understand our audience to serve their needs, we use Google Analytics to track the numbers of visitors to our site. We do not collect any personal information or store IP addresses locally on our site. This information is only used to monitor the number of hits on our pages and location at the city level, therefore we cannot track or trace individual users or their physical addresses. We further use the data to have a better understanding of our audience, improve our marketing, and develop relevant new services/products.

In the course of your interaction with IABC/Toronto, which may include activities such as conferences, meetings, volunteer work, social media or through any other channel, you may choose to share your data with a third party. Data shared directly by you with any third party in any instance is not governed by the IABC/Toronto Privacy Policy.

Passwords

You are solely responsible for maintaining the secrecy of your passwords or any account information. Please be careful and responsible whenever you are online. If you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return. So please use discretion when posting any personal information to public areas of the IABC/Toronto website.

Sponsors and events

IABC/Toronto does not provide sponsors personal information lists of event attendees (e.g., emails and other contact information). However, sponsors might set up a mechanism at our events where attendees may opt in (e.g., a business-card draw). IABC/Toronto is not responsible for information that the attendee chooses to share with the sponsor.

At a networking event, if attendees' personal information is to be shared, they must be advised in advance and provided with the opportunity to decline.

IABC/Toronto will never share its mailing list with outside agencies or sponsors. However, sponsors and advertisers may provide information to be included as an article or advertisement in our e-Lert or *Communicator* e-newsletters.

Changes to the policy

IABC/Toronto's Online Privacy Statement may change from time to time. Any changes to our online Privacy Statement will not change IABC/Toronto's



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commitment to the safeguarding of your personal information, or the manner in which we use it. Any such changes will be posted on this website.

Contact

If you would like to contact us for any reason regarding our privacy practices, please write to us at the following address:

IABC/Toronto

189 Queen St E, Unit 1

Toronto, ON M5A1S2

toronto-info@iabc.to