



## Privacy Policy

### How does the Alberta Council for Environmental Education (ACEE) protect my personal information?

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ACEE respects your privacy.

In an effort to respond to the privacy concerns of Canadians, the federal government enacted the Personal Information Protection and Electronic Documents Act (PIPEDA). Effective January 1, 2004, PIPEDA and applicable provincial legislation have established certain principles for the collection, use and disclosure of personal information in Canada.

Your rights as a donor are also important to us, as is your knowing how carefully and effectively we use your donations. ACEE follows the Association of Fundraising Professional's [Donor Bill of Rights](#).

As part of our commitment to you, we want to clarify why we may ask for your personal information and how we will use it.

**Accountability:** ACEE is responsible for personal information under its control. The Executive Director is accountable to the Board of Directors for compliance with this statement. The Executive Director acts as the Chief Privacy Officer and is responsible for the management of the statement including the guiding principles.

**Personal information:** "Personal Information" is any information that can be used to identify (or infer the identity of) a specific person, including, for example, your name, address, phone number, email address, birth date, etc.

Personal information gathered by ACEE 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. 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 obtained. We also take measures to ensure the integrity of this information is maintained and to prevent its being lost or destroyed.

ACEE, at or before the time personal information is collected, will identify the purpose for which personal information is collected. The primary purposes are fundraising, statistics and meeting legal and regulatory requirements. Specifically, this includes processing gifts, issuing receipts, mailing of newsletters, direct mail, invitations to events, and informing donors about new products or services.

ACEE does not collect or distribute the e-mail addresses of visitors to our web page. ACEE does collect aggregate information on which pages visitors access or visit, and information volunteered by the visitor, such as survey information and/or site registrations. The information we collect is used to improve the content of our web page and is not shared with other organizations for commercial purposes.

When personal information that has been collected is to be used for a purpose not previously identified, the new purpose will be identified prior to use. Unless law requires the new purpose, the consent of the individual is required before information can be used for that purpose.

**Consent:** All donors have the ability to consent to the uses of their personal information. ACEE makes a reasonable effort to ensure that individuals are advised of the purposes for which information will be used. ACEE will assume consent is granted unless a member indicates otherwise.

Individuals may withdraw consent by: calling us at (403) 678-7746; sending an e-mail to [info@abcee.org](mailto:info@abcee.org); or in writing/by mail to the addresses published on our website.

If you do not wish us to use or disclose your information for purposes of providing you with information that may be of interest, please contact us at the address indicated below. Also, please notify us if you wish to update your information so that we maintain accurate records.

Once we receive your notification, please allow us 15 business days to update our records. Subject to any legal or statutory requirements, we will abide by your preferences. If you have not notified us previously regarding your preferences and do not do so now, we will consider that you have consented to our continued use, disclosure and retention of your information for these purposes. You may contact us to withdraw or change your consent at any time. We will honour any request you may make to have access to or review your personal information that we have obtained as referred to above.

**Individual Access:** On request, an individual will be informed of the existence, use and disclosure of their personal information, and will be given access to that information. An individual may challenge the accuracy and completeness of the information, and have it corrected or amended as appropriate.

An individual will be required to provide sufficient information to permit ACEE to provide an account of the existence, use, and disclosure of personal information. ACEE will respond to an individual's request within a reasonable time and at minimal or no cost to the individual.

We respect your right to control your personal information — please contact us immediately if you want us to stop using it in any particular way. We will fulfill your request in the timeliest way possible.

Please note: In order to adhere to Canada Customs and Revenue Agency rules, we are required to maintain donation records and are not allowed to remove this information from our internal records, even at your request.

**Limiting Use, Disclosure and Retention of Personal Information:** Personal information will not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual, or as required by law. ACEE will only share personal information once the donor has given the charity specific permission to do so.

Personal information will be retained by ACEE for whatever periods are required by legislation governing our operation and/or the information provided, plus three years, after which time (unless consent is given to keep information for a longer period) the information may be destroyed in a secure manner. Personal information regarding donors of planned gifts will be kept until the death of the donor, plus ten years.

**Accuracy:** Personal information will be as accurate, complete, and up to date as is necessary for the purposes for which it is to be used.

**Credit card information:** ACEE may collect credit card information in order to process your purchase or donation. We do not record or store any credit card information electronically; any paper copies of credit card information are kept secure and destroyed as soon as the information is processed. Online credit card transactions are processed

through third-party, PCI-compliant services. Credit card information for donations, event tickets, programs and other event purchases, are collected through our CiviCRM database and processed directly through iATS Payments.

**Digital Markers (including Pixel Tags & Cookies) and Web Analytics:** This website uses digital markers, including cookies and pixel tags. A cookie is a small data file of information offered to your computer by web servers to keep track of your browser as you navigate our website. A pixel tag is a small data file that is used to recognize when you take certain actions or to recognize cookies deposited on your computer by a third party. We do not combine information about you from these digital markers with other information that you provide to us. You may remove or block cookies by adjusting your browser settings to clear or block cookies. You may also visit [www.youradchoices.ca](http://www.youradchoices.ca) to opt-out of interest-based advertising.

We use digital markers for a number of purposes. We use the information we collect through digital markers to track your preferences, such as language, browser type and version. Using this information, we learn how you interact with our website or promotional communications, how we can improve the design and content of our website or promotional communications, and how to improve your experience on our website or with our promotional communications. We also use digital markers to collect information that may be used in interest-based advertising. In some cases, the use of digital markers is necessary for website functionality. For example, we use digital markers to track your web browser so that we can properly process forms and other requests that require keeping track of you between web pages.

**Safeguards:** ACEE has security safeguards in place that protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use, or modification. ACEE makes its employees aware of the importance of maintaining the confidentiality of personal information.

**Policy updates and changes:** We may change this policy from time to time without notice. Changes will be reflected in this document, downloadable from the ACEE website.

**Openness:** This statement and the processes and procedures for obtaining access to personal information will be available to any individual through our web site, and/or on request. If any individual has a question regarding personal information, it may be directed to the Chief Privacy Officer.

**Challenging Compliance:** Individuals may challenge ACEE's compliance with this statement by contacting the Chief Privacy Officer.

This document is available to the public and explains how we collect, use and disclose information, in accordance with this policy, the Personal Information Protection Act, Canadian Anti-Spam Legislation and other relevant legislation.