



PRIVACY POLICY

Our Commitment

Muskoka Woods Foundation is committed to protecting the privacy of the personal information of its donors, supporters, employees and associated parties. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the personal information that you choose to share with us.

During the course of our various projects and activities, we frequently gather and use personal information. Anyone from whom we collect such personal information should expect that it will be carefully protected and that any use of or other dealing with this personal information is subject to express or implied consent. Our privacy practices are designed to achieve this.

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.

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.

What Personal Information Do We Collect?

Personal information collected by Muskoka Woods Foundation may include; name, address, and other contact information, credit card information for donation purposes, funds an individual wishes to support, demographic information such as age and gender, and communication preferences for marketing purposes.

How Do We Use and Disclose Your Personal Information?

Muskoka Woods Foundation collects personal information in order to update your record, understand your giving preferences and provide you with relevant communications and marketing materials. We may share this information with Muskoka Woods Foundation employees for the purposes of marketing, research and analysis. In certain limited circumstances, it may be necessary to share the information with a third party service provider on a confidential basis. When this occurs, we provide only the information that is required to provide the services and strict terms of confidentiality are established.

Privacy Practices

Personal information gathered by our organization is kept in confidence. Our personnel are authorized to access personal information based only on their need to deal with it for the reason(s) for which it was obtained. Safeguards are in place to ensure that personal information is not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. We contractually require any person or organization providing services to Muskoka Woods Foundation to comply with federal and provincial privacy legislation. We also take measures to ensure that the integrity of personal information is maintained and retained only as long as it is required.

We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate in light of the circumstances. We do not rent or sell personal



information to any other organization. We offer individuals we deal with the opportunity to opt not to have their information shared for purposes beyond those for which it was originally collected.

Website

We use password protocols and encryption software to protect personal and other information we receive when a service is requested on-line. Our software is routinely updated to maximize protection of such information.

Updating of Privacy Policy

We regularly review our privacy practices for our various activities, and update our policy. Please check this website on an ongoing basis for information on our most up-to-date practices.

Access to Personal Information

Subject to certain exceptions, which are provided for by applicable privacy legislation or by the Personal Information Protection and Electronic Documents Act, you have a right to be told what personal information we hold about you and to whom we may have disclosed that information. You also have a right to provide us with a correction if you believe that any personal information we hold about you may be inaccurate. To find out more, you can contact Muskoka Woods Foundation's Privacy Officer as described below.

Contact Information

Questions, concerns or complaints relating to Muskoka Woods Foundation's privacy policy on the treatment of personal information can be addressed by writing to:

Attention:
Privacy Officer
Muskoka Woods Foundation
20 Bamburg Circle, Suite 200
Scarborough, ON
M1W 3Y5

Further information on privacy and your rights in regard to your personal information may be found on the Web Site of Privacy Commissioner of Canada at: www.privcom.gc.ca