



LIFESAVING SOCIETY®

*The Lifeguarding Experts*

## BRANCH PRIVACY POLICY

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May 5, 2004

### **BACKGROUND:**

As a not-for-profit organization and registered charity, we provide program education, public education, aquatic research and safety management to promote the prevention of drowning and water-related injury in BC and the Yukon.

This policy has been developed in order to comply with the *Personal Information and Electronic Documents Protection Act*, (PIPEDA), which came into force federally on January 1, 2004 and the *Personal Information Protection Act*, (PIPA) which came into force in BC on October 23, 2003.

The Lifesaving Society takes privacy concerns very seriously and we seek to ensure in contract, policy and practice that each member's personal information is valued and guarded. While our core programs and services are not subject to PIPEDA, from time to time we may engage in a commercial activity which does require that we comply with the principles of PIPEDA and PIPA. This policy is meant to explain why the Branch collects personal information, when we may use personal information and what measures we take to keep the personal information shared with us secure and accurate.

### **PERSONAL INFORMATION:**

Personal information is any information that identifies an individual, or by which individual identity can be determined. This does not include business information, such as an individual's position or place of work.

We collect personal information to:

- process and provide certifications of course participants
- provide our newsletters and education materials to members and other interested individuals or agencies
- identify the number of users visiting our websites
- respond to inquiries via email or letter
- occasionally survey members regarding services, programs and experiences they have had with the Lifesaving Society
- involve members in various fundraising activities sponsored by the Society

**WEBSITES:**

When someone visits our website, we collect information using cookies. This is standard practice and allows users to access our site more quickly. A cookie is a piece of information that a website stores on a computer. Cookies are not linked to any personal identifiable information about the user. We may use this information to generate statistical information so we can evaluate and improve our websites for our customers.

Users can disable cookies in their web browser, however, this may result in all or parts of our websites not working properly.

To transfer visitor information, the Branch site uses standard encryption technologies. As sensitive data (such as financial information) is transferred, a secure server is used to prevent third parties from intercepting and interpreting the data.

**MARKETING AND SURVEYS:**

We do not sell or share our member lists with any individual, group or business. However, there may be occasions when the Lifesaving Society will conduct market research and hire a company to conduct that research on our behalf. In those situations we will include contractual safeguards to ensure members' personal information is only used for that particular purpose. The third party will not retain any personal information acquired by us once the project is complete.

**MEMBER CONSENT:**

Members may choose whether or not to give us their personal information, and how it may be used. If we request a member's personal information, we will inform them why we are asking for the information and what we intend to do with the information provided. Sometimes members will be asked to give their consent expressly by checking off a box or clicking on a box on our websites.

There are certain exceptions within PIPEDA as to when we may collect, use or disclose personal information without the member's knowledge or consent. These include when the use or disclosure is for the member's benefit and there is insufficient time to obtain consent; when required by courts or contracts; or in an emergency involving a person's health, life or security.

**PROTECTION OF PERSONAL INFORMATION:**

The security of personal information is a high priority for the Lifesaving Society. We maintain administrative, technical and physical security to protect against unauthorized disclosure, use, change or destruction of the personal information in our possession. Branch staff are trained to maintain confidentiality of all information that they come into contact with both during and after their employment with us.

**UPDATING PERSONAL INFORMATION:**

We require accurate and up-to-date information about members and their preferences in order to maintain the high quality of service we seek to provide for them. Members or other individuals or agencies can update their information by calling, writing, or e-mailing using the contact information below or by going on to the website and completing the form.

**PRIVACY POLICY CHANGES:**

We reserve the right to change our Privacy Policy without notice. Any changes to our policy will be immediately posted on our websites.

**CONTACT INFORMATION:**

Our Privacy Officer at the BC & Yukon Branch of the Lifesaving Society is:

*Dale Miller,  
Executive Director*

If unsatisfied with a response from the Privacy Officer, contact the Office of the Information and Privacy Commissioner for BC at:

Mail: PO Box 9038 Stn. Prov. Govt. Victoria, BC V8W 9A4

E-mail: [info@oipc.bc.ca](mailto:info@oipc.bc.ca)

Phone: 1-800-663-7867