

## **KIDS HELP PHONE**

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### **PRIVACY POLICY**

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*In accordance with Bill C-6: Personal Information Protection and Electronic Documents Act  
(PIPEDA)*

## Kids Help Phone – Privacy Policy

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## Kids Help Phone – Privacy Policy

### Privacy Policy Statement

This policy applies to personal information being collected from Kids Help Phone donors and potential donors.

In this Privacy Policy, the terms "Kids Help Phone", "we" and "our" refer to the national and regional offices of Kids Help Phone.

Kids Help Phone is committed to protecting your personal information. This Privacy Policy provides you with information about how we collect, use, disclose and protect your personal information. This Privacy Policy also explains how you can contact us if you have a question about, want to make a change to or delete any personal information that we may be holding about you.

### Our Commitment

Kids Help Phone is committed to protecting the privacy of the personal information of its donors, volunteers, employees, members, clients and all other stakeholders. 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 information that is shared with us.

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

Kids Help Phone is committed to protecting your privacy. Most importantly:

- Your right to confidentiality and privacy will be protected; and
- Your personal information will not be sold, traded, or rented to others.

We will be pleased to inform you of the existence, any use, and disclosure of personally identifying information, and provide you with access to that personal information, subject to exceptions assigned by law, within 30 (thirty) days of receipt of a written request directed to:

Privacy Officer  
Kids Help Phone, National Office  
439 University Avenue, Suite 300  
Toronto, ON M5G 1Y8

### 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. Exceptions: business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, are not considered personal information.

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Where an individual uses his or her home contact information as business contact information, we consider that the contact information provided is business contact information and is therefore not subject to protection as personal information.

### **How We Collect Your Personal Information**

Kids Help Phone collects personal information about you only when you voluntarily provide it. Typically, we will seek consent for the use or disclosure of your personal information at the time of collection. In certain circumstances, we may wish to use your personal information previously collected for a new purpose (i.e. a purpose that was not stated at the time the information was collected). In this situation, we will notify you by way of an email or mail and give you the opportunity to opt-out of such new use.

Kids Help Phone collects personal information from you when you make a donation or pledge, request Kids Help Phone materials, register for one of our events, or use some of our web services.

We will not, as a condition of your interaction with Kids Help Phone, require you to consent to the collection, use or disclosure of information beyond that required to fulfil the explicitly specified and legitimate purposes for which your information is being provided.

Kids Help Phone may also use list brokers to rent names for its fundraising efforts. These list brokers are required to ensure that the appropriate consents have been obtained by the list owners to use the names on the list.

### **Privacy Practices**

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

The personal information we collect is used to carry out the transaction you requested or authorized. This may include using your personal information to process your donation, send you the information or materials you requested, register you for one of our events, keep you informed about Kids Help Phone events and news, ask for your support and do all the things necessary to develop and maintain our relationship with you and communicate with you.

Kids Help Phone does not rent, trade or sell its donor lists in its ordinary course of business. However, we reserve the right to disclose and/or transfer personal information to a third party in the event of a proposed or actual purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal or financing of all or any portion of Kids Help Phone or of any of the business or assets or shares of Kids Help Phone or a division thereof in order for you to continue to receive the same services from the third party.

For donations of one thousand dollars (\$1,000) or more, Kids Help Phone publishes donors' names in the annual report. All individual donors with gifts of one thousand dollars (\$1000) or more who do not wish to have their name published are asked to indicate their preference on their donation

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form or contact us by phone at 1-800-268-3062, email at [info@kidshelpphone.ca](mailto:info@kidshelpphone.ca) or by mail at 300-439 University Ave. Toronto, ON M5G 1Y8.

Kids Help Phone may share personal information with third parties engaged to assist us in providing services to you or to carry out one or more of the purposes described above. These service providers are prohibited from using your personal information for any purpose other than to provide this assistance and are required to protect the personal information it receives from us or has access to and to comply with the general privacy principles described in this Privacy Policy.

We routinely offer individuals we deal with the opportunity to opt not to have their information shared for purposes beyond those for which it was explicitly collected. If at any time, you would like to have your information updated or be removed from one of our mailing lists, please contact us with your request (see contact information) and we will make the adjustment(s) to your personal information within 30 (thirty) days.

If you have not opted out of receiving promotional information from our national office or the regional office in your area of residence, we may also use your contact information to inform you about Kids Help Phone developments or activities, upcoming fundraising events or sponsorship opportunities occurring at the national or regional level.

### **Website and Electronic Commerce**

When you visit our website at [www.kidshelpphone.ca](http://www.kidshelpphone.ca) we may collect non-personally identifying information from you. We collect and use IP addresses to analyze trends, administer the site, track donors' movement, and gather broad demographic information for aggregate use. We do not link IP addresses to personally identifiable information.

We use password protocols and encryption software to protect personal and other information we receive when a product or service that involves a commercial transaction is requested and/or paid for online. Our software is routinely updated to maximize protection of such information.

Our website contains links to other websites. Please be aware that Kids Help Phone is not responsible for the privacy practices of other such websites. We encourage our donors to be aware when they leave our website and to read the privacy policy of every website that collects personally identifiable information.

### **Use of Cookies**

Cookies are small text files a website can use to recognize repeat users and ease the ongoing access to and use of the website. Kids Help Phone does not use information transferred through cookies for any promotional or marketing purposes, nor is that information shared with any third parties. Users should be aware that Kids Help Phone cannot control the use of cookies by advertisers or third parties. If you do not want information collected through the use of cookies, most browsers allow users to deny or accept the cookies. Please note that cookies may be necessary to provide you with certain features available on this site.

### **How We Protect Your Personal Information**

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Kids Help Phone takes commercially reasonable steps to protect your personal information against unauthorized access and to maintain the accuracy and proper use of the information by means of appropriate physical, technical and organizational measures. All online transactions and contributions on our website occur through a safe, private, and secure system that protects the individual's personal information. All of our employees, volunteers and service providers are required to comply with the terms of this Privacy Policy and are required to keep confidential the information they have access to when performing their duties. All of our systems are protected by a top quality firewall and all users are required to use a password.

### **Retention and Disposal of Your Personal Information**

Kids Help Phone retains your personal information for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws.

### **Updating of Privacy Policy**

We regularly review our privacy practices for our various activities, and update our policy. Please check our website [www.kidshelpphone.ca](http://www.kidshelpphone.ca) on a regular basis for information on our most up-to-date practices.

### **How to Opt-Out, Request Access or Update Your Personal Information**

Kids Help Phone makes commercially reasonable efforts to keep your files complete, up-to-date, and accurate. Should you wish to access, update or correct your personal contact information, remove yourself from our mailing list or discuss a privacy concern with us, please contact our Privacy Officer at 300-439 University Ave. Toronto, ON M5G 1Y8 or 1-800-268-3062 or [info@kidshelpphone.ca](mailto:info@kidshelpphone.ca)

Further information on privacy and your rights in regard to your personal information may be found on the website of the Privacy Commissioner of Canada at [www.privcom.gc.ca/](http://www.privcom.gc.ca/)

### **Information and Update Request**

Our organization is committed to protecting the privacy of the personal information of its donors, volunteers, employees, members, clients and all other stakeholders. 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 information that you have chosen to share with us.

Individuals can check the personal information that we have on record to verify, update and correct it, and to have any obsolete information removed.

General Donor and client [address and contact information](#) can be easily updated by either returning a regular donor card with updated information or by telephoning the Kids Help Phone toll free at 1-800-268-3062 and requesting a general change to a donor file.

Specific Donor and client [information changes](#) as well as requests for copies of individual personal files are to be made in writing to Kids Help Phone and directed to the appropriate department or to:

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Privacy Officer  
Kids Help Phone, National Office  
300-439 University Avenue  
Toronto, ON M5G 1Y8

Please note that when some individual personal files are requested, there may be confidential information relating to other individuals or information confidential to Kids Help Phone linked in that file. In compliance with Kids Help Phone's Privacy Policies, these files can not be copied or released, however any factual information regarding an individual requesting their own file, will be made available.

Under normal circumstances, all requests and updates will be completed within 30 (thirty) days of receipt of the request.

### **Concerns & Complaints**

Kids Help Phone is committed to treating donors, volunteers, employees, members, clients and all other stakeholders with respect and consideration. Regardless of best efforts, there will be times when errors and misunderstandings can occur. Whatever the circumstances, resolution of the problem to the satisfaction of all parties, is the primary concern of Kids Help Phone.

Kids Help Phone has a process for dealing with concerns and complaints that we hope is simple and efficient. By following the outlined procedure, issues can be resolved efficiently and quickly.

### **Primary: Program Manager**

In most cases, a concern or complaint can be dealt with simply by discussing it with the Program Manager for the area or program that has produced the concern. If they can not resolve the problem to your satisfaction then you will be directed to proceed to the next level.

### **Secondary: Privacy Officer**

If you are uncomfortable discussing the issue with the Program Manager from the area where the concern has arisen, or they have not been able to resolve the problem to your satisfaction, please contact the Privacy Officer of Kids Help Phone as follows:

Phone: (416) 586-5437  
Fax: (416) 586-0651  
E mail: [info@kidshelpphone.ca](mailto:info@kidshelpphone.ca)  
Attention: Privacy Officer  
Mail:  
Kids Help Phone, National Office  
439 University Avenue, Suite 300  
Toronto, ON M5G 1Y8

Please be sure to include the following in your message or letter:

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- Your name;
- Your address and telephone number where you prefer to be reached;
- The nature of your complaint; and
- Details relevant to the matter and with whom you have already discussed the issue.

Efforts will be made to respond to most cases of concerns and complaints in a timely manner.

Further information on privacy and your rights in regard to your personal information may be found on the website of the Privacy Commissioner of Canada at [www.privcom.gc.ca/](http://www.privcom.gc.ca/)