



## **PRIVACY POLICY**

The Society is committed to protecting the privacy and security of personal information held about its patrons. Our purpose is to assure anyone who is involved with us that the Society complies with BC's *Personal Information and Privacy Act* (PIPA) and Canada's Anti-Spam Legislation. This policy explains how we collect, use, disclose and safeguard personal information.

### **DEFINITION OF PERSONAL INFORMATION**

Personal information is any information that is identifiable to you as an individual. This may include, but is not limited to, your name, gender, age, date of birth, language of correspondence, mailing address, telephone number, fax number, email address, and membership in an organization. Personal information does not include publicly available information about you in your capacity as an employee of an organization such as your name, job title, work mailing address, work email address, work fax number, or work telephone number. From time-to-time SMA conducts activities called listening campaigns that gather detailed qualitative data about the impact of various policies and issues on the lives of our members and the broader community of single mothers in BC. While we keep a record of participants, the data collected through current and future listening campaigns is disaggregated from the names and identities of those it is gathered from. SMA also gathers demographic and identity-related data from our members and participants through our basic info survey. The data collected through our basic info survey and any other survey is also gathered and stored in a disaggregated fashion.

### **COLLECTION OF INFORMATION**

The Society only collects personal information from:

- Members
- Participants
- Donors & Funders
- Board members
- Staff and contractors
- Those involved in SMA projects and activities in specific roles
- Volunteers
- Others who have shown an interest in the Society (could be by signing a petition, a letter, or signing up for our public email list).

This information is collected by a variety of methods: phone, fax, mail, email, social media, online, or in-person.

### **USE OF INFORMATION**

The Society uses personal information to better serve our patrons and to expand our community of support. This includes using the information:

- To inform our members and participants, donors, funders, supporters and those generally involved with SMA about our initiatives, projects, events and opportunities.
- To thank any of the groups listed above and potentially issue tax receipts.

- To invite supporters to special events.
- To sell subscriptions, tickets and solicit donations.
- For service phone calls and emails.
- For audit purposes.

The Society is committed to using personal information in a respectful and useful way. The Society is also committed to making sure patrons do not receive more than a reasonable number of emails, letters, or phone calls.

### **DISCLOSURE OF INFORMATION**

The Society treats its obligations with respect to the use and disclosure of personal information very seriously. We will only use or disclose personal information for the primary purpose that it was collected or for a purpose related to the primary purpose that you would reasonably expect it to be used. The Society will not sell, rent, or share your personal information. Please note that currently, SMA is the litigant in a Legal Aid Test Case, and everything is discoverable in such litigation, however, all documents disclosed are private to the case itself.

### **STORAGE OF INFORMATION**

Personal information is stored in our database(s) on a secure server and in Cloud-based file storage. Only authorized Society personnel have access to this information. The Society uses personal information to better serve our patrons and to expand our community of support.

### **ONLINE PRIVACY**

The Society is committed to protecting the privacy of those who use our website. The Society does not collect any personal information about individuals browsing our website.

However, the Society does collect statistical information through a log file which indicates number, length, and frequency of page visits, external links redirecting users to our website, and which browser, operating system, and type of device (mobile or desktop) was used to access our website. This information is analyzed to help us develop content that responds to the interests of our website visitors.

The Society's website uses Google Analytics to track usage of our website for reporting and evaluation purposes. Google Analytics uses first-party cookies to report on user interactions on Google Analytics customers' websites. These cookies are used to store non-personally identifiable information. Browsers do not share first-party cookies across domains. For further information on the privacy policy concerning Google Analytics, please see <https://policies.google.com/privacy?hl=en-US>.

### **ACCOUNTABILITY**

The Society does its best to ensure that all information is recorded accurately—if you notice any errors in our correspondence with you or if your personal information changes, please contact us at (604) 366-1008 or [viveca@singlemothersbc.org](mailto:viveca@singlemothersbc.org) to update your file or for any further information about this policy.

If you do not wish to be contacted by phone, mail, or email, please contact us and we will ensure that your request is honoured.

If you have any questions about the Society's privacy policy or concerns about the way that your information is being used, please contact us at the contact information listed above.

*\*We would like to acknowledge that this privacy policy uses some wording and phrases directly provided by the Pacific Legal Education and Outreach Society in a template for privacy policies for non-profits found here:  
<https://www.pacificlegaloutreach.com/resources>.*

*SMA is grateful to the PLEO Society for this resource.*