



## **Friends In Need Food Bank Privacy Policy 2023**

Welcome to the Friends In Need Food Bank. (“FIN”, “we”, “us”, our“). FIN is committed to protecting the privacy of its clients, donors and volunteers and we make every effort to ensure that our clients, donors and volunteers understand the nature, purposes and consequences of the collection, use, and disclosure of their personal information. This Privacy Policy explains how we collect, use, and share your personal information when you visit our website, use our services, or otherwise engage with us.

For the purposes of this Privacy Policy, “personal information” means any information that can reasonably be used, either alone or in combination with other information, to identify you.

### **1. When does this Privacy Policy apply?**

This Privacy Policy explains how FIN collects, uses, and discloses your personal information when you use or access our website, <https://friendsneedfood.com/> (the “Site”), including when you inquire about, engage in peer-to-peer fundraising. In addition, this Privacy Policy applies to information we may collect from you when you communicate with us via email, telephone or other means, as well as if you receive FIN services.

### **2. Collection and use of personal information**

We may collect the following types of information:

- Contact information: name, address, email address and phone number
- Demographic information: age, gender, and any other demographic information you choose to provide
- Usage information: how you use our websites and services, including the pages you visit and the links you click
- Donation information: donations made, including the amount and date of your donation

We use this information to fulfill the following purposes:

- To provide our services:
  - To verify your identity
  - To identify staff, volunteer, or donor preferences
  - To register clients for FIN services



- To send out information about volunteering opportunities
- To let you launch your own fundraising campaign for FIN
- To ensure a high standard of service to our clients
- To communicate with you:
  - To issue invitations to events
  - To solicit feedback from donors
  - To contact our volunteers and donors for fundraising
  - To send regular mail-outs such as newsletters, annual reports and general program updates
- To improve our services:
  - To complete surveys such as the Hunger Count by submitting local food bank data to drive national food insecurity policy change and increase public awareness
  - To tell stories of real food bank users, donors and volunteers, with their written permission, for marketing and fundraising purposes
- To comply with the law; to comply with legal obligations and respond to lawful requests from government authorities

We may also automatically collect certain technical information from any device that you use to visit our Site, including:

Information about how you use the Site, including the uniform resource locators (“URLs”) of other websites that you click to and from our Site (including the date and time clicked), page response times, download errors, length of visits to certain pages on the Site, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

We may collect some of the above technical information using cookies or similar technologies. See **Cookies & Other Technologies** below for more detail on how we collect and use this information.

### **3. Cookies & other technologies**

We may use cookies and other similar technologies to automatically collect certain information about visitors to our Site. A “cookie” is a unique numeric code that we transfer to your computer that identifies your browser to our server when you visit various pages of the Site. We use cookies to save your interactions with our Site so that your information is maintained as you interact with the Site. We also used cookies, web beacons and other similar technologies from third-party partners



such as Google for measurement services, better targeted advertisements and for marketing purposes. For more information on Google Analytics, please visit <https://policies.google.com/technologies/partner-sites>. Any cookie sent to your computer by FIN in connection with your use of the Site does not give us access to your computer.

We may also use snippets of text called Urchin Tracking Modules, which we may use to understand whether users have visited our site by clicking on a link in our online campaigns.

You can set your Internet browser settings to stop accepting new cookies, to receive notice when you receive a new cookie, or to disable existing cookies. See <https://www.allaboutcookies.org/manage-cookies/stop-cookies-installed.html> for more information on how to do so. Note that the opt-out will apply only to the browser that you are using when you decide to opt out of cookies. Without cookies though, the features described here will not function properly.

#### **4. Links to third-party sites**

Our Site may incorporate links to other sites, such as third-party social networking services. By clicking on such links, you will leave the Site. We do not control the operation of any third parties' websites or applications, and any personal information you submit through these sites is subject to their privacy policy, and not FIN's. We recommend that you read the privacy policy of any such third-party website.

#### **5. How and why does FIN share my personal information?**

We do not sell or rent your personal information to third parties. However, we may share your information with third parties for the following purposes:

- Service providers: we may share your information with service providers who assist us in providing our services including:
  - Cloud hosting and server providers who help us design, administer and maintain the Site and secure your personal information;
  - Ad networks and other advertising companies to serve advertisements on our Site or in our email communications, and on other websites and apps;
  - Canada Helps, which is our Customer Relationship Management system used to store our donors' contact information, giving history, and any other fundraising notes;



- Nucleus Labs, which is our data analytics system used to produce the annual Hunger Report
- TipTap, which is our event donation processing system

We may disclose your information in response to a valid request from government, regulatory or law enforcement agencies as requested by these agencies, if we have a good faith belief that the disclosure is required or permitted by law. We may also disclose your personal information in order to enforce our legal rights; to detect, prevent or address fraud or security issues; and to enforce ours or others' legal rights, property, or safety.

We may also transfer or assign your personal information to an organization because of, or in connection with a sale, merger, consolidation, change in control, transfer of assets, reorganization, or liquidation.

#### **6. How does FIN keep my personal information safe?**

FIN uses a third party software providers called Canada Helps for donations and Nucleus Labs for client data. To preserve the security of your personal information we regularly review our collection, storage, and processing practices to prevent unauthorized access to our systems. We restrict access to your personal information to only those FIN personnel and service providers who require that information to carry out the purposes identified above at **Section 2 of this Privacy Policy**, and anyone with this access is subject to strict confidentiality obligations. However, you should be aware that no system is 100% secure, and despite our best efforts, we cannot guarantee that your information will be secure, particularly while it is in transit over the Internet.

We do not retain any credit card information. Any credit card information that is collected is housed securely by Canada Helps. In some instances, namely when donating at an event through the FIN TipTap machine credit card information is housed securely by TipTap, FIN and its personnel only have access to the last four digits of the card, for tax receipt purposes. If you make a monthly recurring donation, your credit card information is tokenized – i.e. it is encrypted in transit between the bank and Canada Helps. We only retain your personal information for as long as necessary to fulfill the purposes we have identified throughout this Privacy Policy, or as otherwise required or permitted by law.



## **7. Can I opt out of promotional emails?**

You can opt out of any promotional emails we send by clicking the 'unsubscribe' link in the footer of the message or by contacting us at [adminassistant@friendsneedfood.com](mailto:adminassistant@friendsneedfood.com)

## **8. How can I access, correct or delete my personal information?**

Staff, volunteers, clients, and donors have a right to access their personal information, subject to limited exceptions found in section 23 of Personal Information Protection Act. Some examples include: solicitor-client privilege, disclosure that would reveal personal information about another individual, health and safety concerns.

Requests to access personal information must be made in writing by emailing FIN's Executive Director at [director@friendsneedfood.com](mailto:director@friendsneedfood.com) and provide sufficient detail to identify the personal information being sought.

Upon request, we will also tell staff, volunteers, clients, customers, or members how we use their personal information and to whom it has been disclosed if applicable.

We will make the requested information available within 30 business days, or provide written notice of an extension where additional time is required to fulfill the request.

If you request, we will let you know what information FIN has about you, what it is being used for, and with whom it has been shared. If you notice any inaccuracies or wish to update any of your personal information, we will make those changes. In addition, and unless prohibited by law, we will delete any of your personal information upon your request.

To make a written request to access, update, correct, or delete your personal information, contact us at [director@friendsneedfood.com](mailto:director@friendsneedfood.com).

## **9. Contact us**

If you have any questions or concerns about this Privacy Policy, you can contact FIN's Executive Director at [director@friendsneedfood.com](mailto:director@friendsneedfood.com).

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website.

By using our services, you consent to the collection, use, and sharing of your personal information as described in this Privacy Policy.