



## **Privacy Policy for the BC Campaign to End HIV-Related Stigma**

### **Statement and Purpose**

The BC Campaign to End HIV-related Stigma (hereafter, the Campaign) respects and upholds an individual's right to privacy and to protection of his or her personal information. The Campaign is committed to ensuring compliance with applicable federal and provincial privacy legislation.

### **Implementation**

The Campaign is accountable for personal information supplied by Campaign respondents (website visitors, survey respondents, callers to the phone line). The Campaign has appointed a Privacy Officer who is responsible for compliance of this policy.

### **Purposes for Collection, Use and Disclosure**

The BC Campaign to End HIV-related Stigma collects and uses personal information about existing and prospective campaign respondents and participants, including: website visitors; survey respondents; callers to the phone line; volunteers; and working group committee members. Personal information is collected for the following purposes:

1. Administration, management, and reporting of business and activities related to the Campaign
2. Dissemination of information specific or related to the Campaign (by request)
3. Coordination, administration, and management of matters related to Campaign volunteers
4. Administration and management of matters related to Campaign contributions (in-kind donations)
5. Analysis of survey responses, individually and in aggregate, to respond to inquiries and to more generally assess changes in knowledge, attitudes and behaviour as a result of the Campaign

### **Campaign Respondent Privacy Policy**

When Campaign respondents complete electronic or telephone surveys or communicate with the Campaign office by email or phone, basic demographic information is collected, including gender identity, age, and postal code. If a request is received for Campaign specific or related materials, personal information is collected, including names, email addresses, mailing addresses, phone numbers, and issues of interest or concern. Information is sent to Campaign respondents at no cost and only upon request.

### **Campaign Supporter Privacy Policy**

When supporters, including Working Group Committee members and volunteers, participate in the coordination and implementation of the Campaign, a broad range of personal information is collected, including names, mailing addresses, telephone numbers, email addresses, and information pertaining to skills, abilities, interests, and professional and voluntary experiences for the purposes of volunteer placements and assignment of duties and tasks.

### **Campaign Contributor and Privacy Policy**

When supporters provide in-kind contributions related to the Campaign, personal information is collected, including names of the individual or group, mailing addresses, telephone numbers, email addresses, the date the contribution was received, and the nature of the in-kind contribution.

### **Prospective Campaign Participant Privacy Policy**

The Campaign uses lawful prospecting measures to broadcast its mission, objectives, and strategies, and to recruit additional participants. Email distribution lists are generated from mass advertising; online directories/guides; internet research; and telephone inquiries. All Campaign email communications include an option to unsubscribe from the e-list. Telephone calls are either placed by Campaign participants/prospects or by the Campaign volunteer in response to a voicemail inquiry from a participant/prospect.

### **Consent for Collection, Use, and Disclosure**

The Campaign usually seeks consent when collecting, using, or disclosing personal information. Since personal information is used to communicate Campaign business, consent for the collection, use, and disclosure of information is assumed amongst Campaign participants. The Campaign may also communicate related issues of interest. Individuals or groups may withdraw consent for collection, use, and disclosure of personal information at any time, subject to contractual or legal restrictions and reasonable notice.

### **Limits of Collection of Personal Information**

The Campaign will only collect personal information for the purposes identified. The Campaign uses only lawful methods to collect information and will not collect information indiscriminately.

### **Limits of Use, Disclosure and Retention of Personal Information**

The Campaign does not use or disclose personal information for any purpose other than those for which it was collected, except with consent or as required by law.

The Campaign will not sell, trade, or rent information from third parties for any reason. In some circumstances, personal information may be released to third parties to conduct surveys or analyze data for the purpose of HIV/AIDS program development or service improvement. Where an outside body is employed for this purpose, the Campaign will ensure that appropriate security undertakings, such as confidentiality clauses in contractual arrangements, are employed to protect the transfer and use of personal information.

Personal information is retained only for as long as necessary as the information is needed, or as required by law.

### **Accuracy of Personal Information**

The Campaign attempts to ensure that all personal information on record is accurate, current, and complete for the purpose for which it was collected. Occasionally, the Campaign relies on volunteer support to collect, confirm, correct, or respond to requests for information; in such cases, appropriate security undertakings such as Confidentiality Agreements are employed to protect the use of information by Campaign volunteers.

### **Safeguards for Personal Information**

The Campaign is committed to the safekeeping of personal information in order to prevent its loss, theft, unauthorized access, use, duplication, modification, or disclosure. The Campaign uses a variety of physical, administrative and electronic security measures to protect its personal information.

### **Access to Personal Information**

Organizations, groups, and individuals have the right to access their personal information. Upon request, the Campaign Privacy Officer will assist with all requests for information. In certain exceptional situations, the Campaign may not be able to provide access to certain information. If access cannot be granted, the Campaign Privacy Officer will provide a written explanation of the reasons behind the request refusal.

### **Questions or Concerns Regarding Compliance**

Questions or concerns regarding the Campaign to End HIV-related Stigma's compliance with this policy can be directed to the Privacy Officer, BC Campaign to End HIV-related Stigma, 1107 Seymour Street, 2<sup>nd</sup> Floor, Vancouver BC, V6B 5S8 (email: [info@endHIVstigma.ca](mailto:info@endHIVstigma.ca))