

# Mississippi Lakes Association

## Privacy Policy

### **Introduction**

As a federally incorporated not-for-profit corporation, the Mississippi Lakes Association (MLA) complies with the federal Personal Information Protection and Electronic Documents Act (PIPEDA) and adheres to the principles of the Canadian Standards Association Model Code for the Protection of Personal Information. The MLA also abides by the Canadian Anti-Spam Legislation (CASL) regarding the use of electronic messaging.

The MLA understands the importance of protecting the privacy and confidentiality of your personal information. This Privacy Policy governs the collection, use and access of your personal information by the MLA in any form, whether written or electronic. This policy explains what personal information may be collected from you and how it will be used. It also explains how you can ask questions, make suggestions, and express concerns about our privacy practices.

### **Privacy Practices**

The MLA adheres to the following privacy practices:

- a. ensures the Privacy Policy is referenced and/or made available: (i) when a person applies for membership; (b) on the MLA website; and (c) when MLA participates in community events such as the Carleton Place Home Show, etc.;
- b. collects data for specifically identified purposes;
- c. requests the minimum amount of personal information required to provide any service;
- d. protects personal information gathered by the MLA to ensure that: it is not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered; the integrity of the information is maintained; and any loss or inadvertent destruction is prevented;
- e. authorizes only MLA Directors access to personal information, and then only when required to conduct specific business of the Association;
- f. ensures that Members and other contacts have the right to access their own information; and
- g. ensures that Members and other contacts can exercise their right to opt out of providing certain information, recognizing that in doing so the MLA may not be able to provide some services to those individuals.

## **Website Privacy Practices**

The MLA uses "Google Analytics" to collect information about use of the MLA website, including but not limited to: frequency of visits to the site; which pages are visited; how often various pages are visited; from which website a visitor came to the MLA site; etc. The MLA uses this information to improve the site to better meet the needs of our visitors. Google Analytics collects this information by placing a permanent cookie on your web browser to identify your computer by its IP address on the date(s) that our site is visited. Personal information is not collected by Google Analytics, and the MLA does not combine any information collected by Google Analytics with any personal information.

Google's ability to use and share information collected by Google Analytics is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing your computer by disabling cookies from your web browser. This, however, might have a negative impact upon your ability to access our website.

## **Personal Information**

Personal information is defined as any information that can be used to distinguish, identify or contact a specific individual including Members and other MLA contacts, whether provided in writing, orally or by electronic means. The MLA seeks to collect the following personal information:

- a. name;
- b. email address;
- c. mailing address; and
- d. telephone number.

Personal information does NOT include business contact information (except email addresses which are considered personal information) and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories or on business cards. Where an individual uses his or her home contact information as business contact information, the MLA considers that the contact information provided is business contact information and therefore not personal information (except for email addresses).

## **Reasons for collecting Personal Information**

The collection and use of personal information is limited to what is necessary to administer the business of the MLA, for the following purposes:

- a. to process membership and maintain Member and other contact records;
- b. to coordinate MLA activities with Members and other contacts;
- c. to conduct surveys and facilitate the collection of other feedback;
- d. to provide information about MLA meetings and other business, Member benefits, programs, services, and volunteer opportunities; and
- e. for any other purposes deemed beneficial to Members and the MLA.

## **Management of Personal Information**

In general, when you provide the MLA with your personal information, the MLA will obtain your express consent to the retention and use of this information for the purposes identified in this Privacy Policy.

### Collection

You give MLA permission to collect and use your contact information when: you become an MLA Member; request information from the MLA; register for events offered or sponsored by the MLA; sign up to receive electronic messages, including our e-newsletter (*Your Mississippi Minute*); become an advertiser on our website, e-newsletter, or other publication; provide personal contact information to the MLA when you attend events such as the Carleton Place Home Show or other community sponsored events; or otherwise voluntarily provide personal information to the MLA.

The MLA may combine personal information that has been received from you with publicly available information, or with other third party information sources, to enhance our ability to communicate with you and to provide you with services and information.

You can, at any time, request to access, modify or remove your personal information from the MLA database by simply contacting the MLA by regular mail or by e-mail and we will accommodate your request.

### Usage

Personal information provided to the MLA, or which we learn about through our normal process of providing service to Members or other contacts, will only be used for the purpose we have identified when obtaining the information. Except as noted below when engaging the services of specific third parties, the MLA will not sell, rent, trade, or otherwise share or exchange personal information with any third party.

The MLA may however disclose your personal information to third parties if we are obliged to comply with applicable laws, and lawful requests from government agencies and other legal and regulatory authorities.

The MLA reserves the right to use third parties for certain business functions. Third parties are bound by strict confidentiality guidelines and are not permitted to use MLA Member/contact information for any other task than agreed upon or contracted with the MLA. Currently, the MLA uses only one third-party, Mail Chimp, to distribute the *Your Mississippi Minute* e-newsletter via email.

### Access

Two designated Directors of the MLA manage personal information collected by the MLA. The Treasurer is tasked to receive membership and donor contributions and to record the necessary

information. The Secretary is tasked to maintain an accurate record of all Members for voting purposes at MLA meetings. Other Directors may, from time to time, be given access to personal information insofar as it pertains to a specific activity of the MLA. For example, the Buoy Marker Program Coordinator may be provided with a contact list of all personnel who have volunteered for this activity and who have provided their contact information to the MLA.

Within the MLA, internal sharing or exchange of documents containing personal information is restricted to Directors, and is accomplished by encryption to ensure information is created, stored, and transmitted as securely as possible.

## **Inquiries**

Questions, concerns or complaints relating to the MLA's privacy practices, or the treatment of personal information, should be e-mailed to the MLA at:

**[secretary@mississippilakesassociation.org](mailto:secretary@mississippilakesassociation.org)**

Alternatively, inquiries can be sent in writing to:

Secretary  
Mississippi Lakes Association  
PO Box 27, Carleton Place, ON  
Canada  
K7C 3L2

Further information on privacy and your rights regarding 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)** You can also contact the Privacy Commissioner by regular mail at:

Office of the Privacy Commission of Canada  
112 Kent Street  
Ottawa Ontario K1A 1H3