



## PRIVACY AND COMMUNICATION POLICY

MakeWay Foundation and MakeWay Charitable Society (MakeWay), is committed to protecting the privacy and security of personal information held about its constituents, consistent with Canadian law, high ethical standards, and best practices in the charitable sector.

The following is a statement of our commitment to ensure that the collection, use, disclosure and security of your personal information complies fully with the provisions of the relevant legislation, the *Privacy Act* and the *Personal Information Protection and Electronic Documents Act*; and that communication with our constituents is done in accordance with Canada's anti-spam legislation.

### COLLECTION OF INFORMATION

MakeWay collects personal information only from:

- Donors
- Event attendees (directly or through 3<sup>rd</sup>. party service providers)
- Volunteers
- Members
- Others who have shown an interest in MakeWay

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

### USE OF INFORMATION

MakeWay uses personal information to better serve our constituents and to expand our community of support. This primarily includes using the information:

- To thank supporters, fulfill donor benefits and issue tax receipts
- To invite supporters to special events
- To deliver services
- To provide information about events, membership, tickets and donations
- To communicate to donors about the impact of our work and to solicit donations
- For service phone calls and e-mails
- For audit purposes

MakeWay is committed to using personal information in an ethical, respectful and useful way. MakeWay is also committed to making sure our constituents do not receive more than a reasonable number of emails, letters or phone calls.

Toronto  
[makeway.org](http://makeway.org)  
832 College St.  
Toronto, ON M6G 1C8

Vancouver  
400-163 West Hastings St.  
Vancouver, BC V6B 1H5

Yellowknife  
300-4902 49 St.  
Yellowknife, NT X1A 2P8

1.866.843.3722



## **DISCLOSURE OF INFORMATION**

MakeWay 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 for which a constituent would reasonably expect it to be used. MakeWay will not sell, rent or share any personal information.

## **STORAGE OF INFORMATION**

Personal information is stored in our database(s) on secure servers and in hard copy files.

Only authorized MakeWay personnel or legally contracted 3<sup>rd</sup>. party service providers have access to this information.

## **ACCOUNTABILITY**

MakeWay 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 604.647.6611 or [info@makeway.org](mailto:info@makeway.org) to update your file.

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, with the exception where we are required to do so by law e.g. provide a tax receipt when a donation is received. If you have any questions about MakeWay's privacy policy or concerns about the way that your information is being used, please contact us at 604.647.6611 or by email at [info@makeway.org](mailto:info@makeway.org).

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