

CANADIAN MEDICAL FOUNDATION

CORPORATE PRIVACY POLICY RESPECTING THE COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

Why a Corporate Privacy Policy?

The CMF is a registered Canadian Charity with a history of collaboration with the CMA for the improvement of medical services to Canadians.

The CMF values your privacy and acts to ensure that it is protected. The CMF has enacted this Privacy Policy to put into writing its current practices and to conform to recent and anticipated legislative requirements requiring organizations to have written Privacy Policies. We have looked to the 10 principles of the Canadian Standards Association's Model Code (C.S.A.) to formulate this Policy, and the C.S.A Code has been incorporated into federal privacy legislation.

This Privacy Policy applies to all personal information, excluding CMF employee information¹ and information in the public domain, that has been and will be collected, used and disclosed by CMF. ²*CMF has a separate but consistent online privacy policy for the [medicalfoundation.ca](http://www.medicalfoundation.ca) web site (www.medicalfoundation.ca).*

What do we mean by 'Personal Information'?

Throughout this Policy, we discuss "personal information", and it is important from the outset to set out what we mean by this term. "Personal information" is information that reveals a distinctive trait about yourself and helps others identify you. Some personal information such as your business address may be found in the public domain by accessing publications like telephone or professional directories. The focus of this policy is personal information collected, used and disclosed by CMF that is NOT in the public domain.

What Types of Personal Information does CMF collect and use?

Primarily, the Foundation collects and uses personal information about its donors, recipients and volunteers. The Foundation may also have personal information about individuals who attend CMF or CMF sponsored events.

¹ The CMF is preparing separate policy dealing with the privacy of employee information.

² In process.

The Foundation collects personal information directly from individuals.
For instance:

If you are a CMF donor, recipient or volunteer, you might have provided on a donation form or will provide to us, personal information like your home address, date of birth and gender.

If you have attended an event organized through CMA's Conference and Travel Management Department, and provided a contribution to the CMF at the time you register for a CMA event, you might have provided us with credit card data on the CMA Registration form.

Why does CMF collect and use personal information?

CMF will collect and use only the personal information necessary to achieve the following purposes:

- 1) to provide individuals with the opportunity to benefit from supporting the Canadian Medical Foundation;
- 2) to determine an individual's interest in doing volunteer work for the Foundation;
- 3) to determine an individual's eligibility for an award, bursary, grant or loan from the Foundation;
- 4) to provide and to communicate information about the Foundation;
- 5) to develop charitable programming tailored to the interests of Canadian physicians;
- 6) to update the contact information in the CMF's database;
- 7) to engage physicians in the development process of The Canadian Medical Foundation by conducting research, including surveys and focus groups.

In identifying these 7 purposes, CMF's overarching goal is to give you control over how your personal information is used. For example, if you indicate to the Foundation that you do not wish to receive certain mailings or information, your preference will be noted in our database, and you will no longer receive them.

When and to whom does CMF disclose personal information?

The Canadian Medical Foundation does not sell or trade personal information. The Foundation will only disclose your personal information to an organization for a purpose outlined in this policy, unless we obtain your explicit consent for a new purpose.

The CMF might also disclose personal information to third parties or to organizations if these organizations have contracted with CMF to help us in our charitable work. For example, CMF might out-source the mailing list function for the distribution of information about the Foundation. Rest assured, however, that CMF takes contractual precautions to ensure that your personal information is protected by these third parties at a level comparable to CMF's own measures.

Within the CMF itself, your personal information is shared on a strictly need-to-know basis. For greater certainty, CMF shall not disclose the fact of an individual's donor status and the particulars of any donation to CMA or the CMA group of companies.

What if you object to CMF's collection, use or disclosure of personal information?

CMF wants you to understand the purposes for which we collect personal information. And we want to be sure that we have your consent to continue to collect, use and disclose your personal information for those purposes. You may at any time, subject to restrictions required by law, withdraw your consent to the further collection, use or disclosure of your personal information by CMF for some or all of the purposes identified in this Policy. You need only provide CMF with reasonable notice in writing of your intention and the details of your withdrawal.

How accurate is the personal information held by CMF?

CMF makes every reasonable effort to ensure the accuracy and currency of your personal information so that we might fulfill the purposes for which it was collected in the first place. Your personal information is subject to change so please advise us accordingly of such changes so that we might better meet your needs.

How do you access the personal information held by CMF?

You may send a written request to the attention of the CMF Chief Privacy Officer at 1870 Alta Vista Drive, Ottawa, Ontario, K1G 6R7 or to info@cmf.ca to obtain the personal information held about you by CMF. Within a reasonable time frame, we will then advise you in writing whether it has such personal information and the nature of this information unless there is the rare occurrence that the release of such information is legally prohibited. If CMF cannot release the personal information, we will provide you with the reasons for denying access.

You may challenge the accuracy and completeness of the personal information that is maintained by CMF. CMF will amend personal information when an individual successfully demonstrates inaccuracy or incompleteness.

How secure is your personal information?

The Foundation makes every reasonable effort to protect your personal information by implementing security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. CMF uses physical, organizational and technological measures as methods of protection. CMF will ensure that employees are aware of the importance of maintaining the confidentiality of personal information.

How long does CMF retain personal information?

CMF keeps personal information as long as it is needed to fulfill the purposes identified above. When personal information is no longer required to fulfill the identified purposes, it will be safely and securely destroyed. Moreover, CMF will retain personal information that is the subject of an access request for as long as is necessary to allow an individual to exhaust any legal remedy that is provided for in applicable federal or provincial privacy legislation.

What if you have a question or concern about this Privacy Policy or CMF privacy practices?

You may address any questions or concerns relating to this Privacy Policy or CMF's privacy practices to the CMF Chief Privacy Officer, 1870 Alta Vista Drive, Ottawa, Ontario, K1G 6R7 or to info@cmf.ca. For more information about your personal privacy rights, you might contact the Privacy Commissioner of Canada at the web site: <http://www.privcom.gc.ca> or the applicable provincial Privacy Commissioner in your province or territory.

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