



# Jane Goodall Institute Canada

## PRIVACY POLICY

The Jane Goodall Institute of Canada's ("JGI Canada") mission is to empower people to make a difference for all living things – people, animals (with a focus on chimpanzees) and the environment. To carry out our mission, it is important that we communicate with our donors and supporters. Notwithstanding, we are committed to respecting our relationship with donors and supporters who have chosen to share their personal information with us.

To ensure that we are open and accountable in our treatment of personal information, this privacy policy explains how we collect, use and safeguard your personal information. We do not trade, rent or sell the names of our valued supporters and we keep the personal information that you provide to us in strict confidence.

### **Personal Information we collect**

By providing personal information to JGI Canada, you consent to the collection, use and disclosure of your information in accordance with this policy. "Personal Information" is any information about an identifiable individual, including, for example, your name, address, birth date, gender, etc.

### **How we use personal information**

When JGI Canada collects personal information from individuals, we identify the purposes at or before the time of collection. These purposes may include, but are not limited to: raising funds to support our work; issuing receipts for donations; inviting you to events; providing updates on JGI Canada activities; and meeting legal and regulatory requirements.

When you provide personal contact information to JGI Canada for one purpose, we may use that information to contact you regarding other areas of our work. For example, if you provide your email address with respect to attending one of our events, we may email you about opportunities to support our work with a donation or send a newsletter to you to keep you up-to-date with the work you have helped make happen. We limit the collection of personal information for the purposes identified and only collect it by fair and lawful means.

**Please note:** In order to adhere to Canada Revenue Agency regulations, we are required to maintain donation records and are not allowed to remove this information from our internal records, even at your request.

### **Personal information and Fundraising**

As a registered Canadian charity, we cannot do our work without the financial support of our many generous donors. By sending you a letter or making a phone call to you, we can determine whether we might be a good fit for you donation dollars. You may opt out of these communications at any time by contacting [info@janegoodall.ca](mailto:info@janegoodall.ca).

Date of last edit: August 15, 2017

Date of last board approval: September 9, 2017



# Jane Goodall Institute Canada

## **Cookies and data technology**

We use cookies and other technology on our website to make it easier for you to use our website and to help us learn about how the website is used by visitors. Information collected this way may include (but is not limited to) IP addresses and internet service providers, the type of web browser and operating system used, and which of our website pages have been visited. We use links in our emails to track open and click-through rates to help us learn what emails appeal to visitors most.

In some cases, interacting with our web site, social media accounts or emails provides us with "anonymous" data, such as IP address, link clicks, page visits, the time spent on a page, etc. We use Google Analytics on our website to learn where the site is being used and what content is of most interest.

If you would like to prevent us from collecting "anonymous" data, adjust your web browser's "cookie", "cache" and JavaScript settings. Please note that doing so may affect the performance of our web properties, and in some cases may completely prevent you from using some of our pages and forms.

## **How we keep your personal information secure**

Personal information is protected with security safeguards appropriate to the sensitivity of the information. Our systems and software are routinely updated to maximize protection of such information. We are committed to maintaining appropriate physical, procedural and technical safeguards for your personal information. For example, we use password protocols and secure websites to protect personal information.

JGI Canada's web pages contain online forms that allow visitors to make donations. In order to donate to us, you may need to provide your credit card information. In the case of donations made online, JGI Canada does not collect your credit card information. Instead, this information is collected and processed by third-party, PCI-compliant services. Donations made by credit card in person, through the mail or by phone are collected by JGI Canada and processed using iATS Payments. All access to donor information is strictly limited to JGI staff members who need access to this data in the course of their work.

**Please note:** Information we collect may be stored and processed on servers located outside your jurisdiction of residence, including outside your country. This information may be subject to disclosure to governments, courts or law enforcement agencies in those areas, according to their laws, without notice to us or to you.

## **Changing or updating personal information**

Upon reasonable request and notice, you may view and have corrections made to the personal information we hold about you, subject to any legal or contractual restrictions. If you are aware of any inaccuracies in the personal information we hold about you or to request removal of any or all of your information from our databases, please contact us by email – [info@janegoodall.ca](mailto:info@janegoodall.ca) or in writing to the Jane Goodall Institute of Canada, c/o University of Toronto Mailroom, 563 Spadina Crescent, Toronto, Ontario M5S 2J7

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## **What you need to know about consent**

By providing personal information to us, you consent to the collection, use and disclosure of your information in accordance with this policy. You may opt out of future contact by JGI Canada at any time, in the following ways:

- To **stop receiving email** from JGI Canada click the unsubscribe link at the bottom of any of our email or email [info@janegoodall.ca](mailto:info@janegoodall.ca) and type "unsubscribe" in the subject line;
- To **stop receiving mail solicitations** from us, please email [info@janegoodall.ca](mailto:info@janegoodall.ca); or
- contact us by phone at 1 888 88-CHIMP (24467)

## **Updating your consent**

Your choice to provide us with your personal information is at your discretion. You may always elect to withhold information. In some cases, we will require your personal information in order to fulfill something you've asked of us. For example, when you make a donation, we're required by law to take your full name and mailing address in order to send you a tax receipt.

## **Information we share**

In order to communicate with you, we sometimes work with external organizations and have them contact you on our behalf. We require them to take measures to properly safeguard your information and only use it for the purpose specified by us, in a manner consistent with this policy.

For example, we may work with a mailing company that sends out our fundraising letters.

## **Links to other websites**

Our websites contain links to websites owned and operated by other organizations. They may have their own privacy policies and terms and conditions and are not governed by this policy. We encourage you to carefully review the privacy policy and terms of use of each website you visit.

## **Compliance with our Privacy Policy**

If you are concerned about JGI Canada's compliance with our privacy policy please contact us via email - [info@janegoodall.ca](mailto:info@janegoodall.ca) or in writing at the Jane Goodall Institute of Canada, c/o University of Toronto Mailroom, 563 Spadina Crescent, Toronto, Ontario M5S 2J7. We will investigate all complaints and if a gap in our practices is identified, we will take appropriate steps to remedy the situation.