

# BC Cancer Foundation Website Privacy Policy

Latest Update: May 2024

BC Cancer Foundation (“BC Cancer”) respects your privacy and is committed to protecting your personal information. This policy explains how we handle your personal information when you use our website, interact with us on social media, or, otherwise, communicate with us by email. Please click [here](#) to read our privacy policy for our general operations.

By submitting personal information to us or our service provider or agent on this website, you agree that we may collect, use and disclose such personal information, in accordance with this policy and as permitted or required by law.

## 1. What is personal information?

Personal information means any information which allows us to identify you directly or indirectly, including cookies and electronic data. A cookie is a text file that a website puts on a computer’s hard disk so that the website or web application can identify your computer at a later time. For the purposes of this policy, a cookie also includes other technologies with similar purposes, such as pixels, tags and beacons.

## 2. What personal information do we collect about you?

We may collect, use, disclose and store the following types of personal information about you:

- User name or similar identifier: first name, last name;
- Contact information, such as your personal address, email address or telephone number;
- Financial personal information, such as your bank account, credit card details;
- Personal information about transactions, including details about donations that you make;
- Information about how you use our website and services;
- Information about your preferences in receiving marketing from us and third parties;
- Information, such as your IP address, login personal information; and
- Other electronic information when you interact with this website, through email, telephone number or social media accounts.

We may also collect and use personal information in aggregate form to conduct data analytics. In that case, the information is not considered personal information, as it will not reveal your identity.

## 3. How is your personal information collected?

We collect your information in a number of ways, through direct interactions, including when you sign up for an account, make a donation, request marketing to be sent to you, give us feedback, or contact us.

We may also collect information through automatic technology as you interact with our website and social media channels.

4. What are the purposes for the collection, use and disclosure of your personal information?

We collect, use and disclose your personal information to:

- Allow you to make a donation and receive an official tax receipt, if applicable;
- To process your requests;
- To allow you to sign up for and update your account;
- To improve the performance of our marketing programs;
- To administer and protect our business, including system maintenance and data analysis; and
- To provide marketing and advertising services, which we do in compliance with Canada's Anti-Spam Legislation ("CASL").

We disclose your personal information for the same purposes as set out above and as required or allowed by law. If we conduct interest-based advertising, we may offer you information about events or offerings similar to those you have inquired about or expressed an interest in. You may opt-out of such behavioural advertising by managing your cookies.

5. Where and how is your personal information stored?

Your personal information may be located at our headquarters in British Columbia and may be stored and processed in other countries, including the United States, where it is subject to the applicable laws of that country.

We retain personal information only as long as necessary to provide the purposes and for any legal, tax, regulatory or other reporting requirements. We protect the personal information we retain by taking reasonable precautions to secure it from unauthorized loss, misuse, access or disclosure. We have implemented security policies and ensure that anyone who has access to your personal information for the purposes of providing services, respect the privacy rules that have been put in place.

We are compliant with Payment Card Industry Data Security Standards (PCI DSS). We do not store financial information (bank account, credit card details). If you have chosen to make

recurring donation payments, the financial information is stored by the payment processor which is also required to be PCI DSS compliant.

6. Your rights over your personal information.

In British Columbia and in Canada, you have the right to request access to your personal information and the right to request correction of your personal information, subject to our legal obligations.

You have the right to make a complaint. If you wish to contact us for further information about this privacy policy, your rights with respect to your personal information, to make a complaint or or ask about storage outside of Canada, please contact the following: [privacyofficer@bccancer.bc.ca](mailto:privacyofficer@bccancer.bc.ca).

Should you be a donor from the European Economic Area, you may be entitled to additional legal rights about your personal information, including a right to erasure, a right to restrict processing, a right to personal information portability, a right to object to processing of your personal information and a right to control automatic decision making. If you are a member of the European Economic Area and want more information about how we provide these rights, please contact: [privacyofficer@bccancer.bc.ca](mailto:privacyofficer@bccancer.bc.ca).

We reserve the right to modify or supplement this privacy policy at any time. If changes are made, the amendment will be posted on the website.