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### **Guiding Principles**

The Northumberland Hills Hospital Foundation (the “NHH Foundation”) is committed to protecting the privacy of our donors. We value our donors; trust and recognize that maintaining this trust requires that we be open and accountable in our treatment of the Personal Information you choose to share with us. We do not trade, rent or sell the names of our valued supporters.

The following principles reflect our pledge to safeguard our donors’ Personal Information pursuant to this Privacy Policy.

#### **1. We are accountable for your Personal Information**

“Personal Information” is any information that can be used to distinguish, identify or contact a specific individual. This information includes whether an individual has donated to NHH Foundation, how much has been donated and an individual’s private contact information. Business contact information and certain publicly available information, such as names, addresses and telephone numbers that are published in telephone directories, are not considered Personal Information.

We keep the Personal Information that you provide to us in strict confidence.

Our employees sign confidentiality agreements and safeguards are in place to ensure the information is not accessed, disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. We also take measures to ensure the integrity of this information is maintained and to prevent

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its being lost or destroyed. Individuals may access their Personal Information at any time to ensure it is correct and current.

We only disclose your information to the Northumberland Hills Hospital on an as needed basis, to certain providers to conduct activities on our behalf, or with your consent. Where we choose to have certain service providers conduct activities on our behalf (such as some fundraising and processing services), we select the service providers very carefully and take all reasonable precautions to ensure the service provider protects your Personal Information.

**2. We collect, use and disclose Personal Information for the purposes that we identify to you.**

When the NHH Foundation collects Personal Information directly from individuals, the NHH Foundation identifies the purposes for which Personal Information is collected at or before the time of collection. These purposes include: fundraising, the administration of the donations, providing information about the activities of the NHH Foundation and the Northumberland Hills Hospital, compliance with legal and regulatory requirements and to ask for support in our mission to improve health.

**3. We obtain your consent to collect, use or disclose your Personal Information.**

We collect, use or disclose your Personal Information with your permission. Your permission may be expressed orally, in writing or may be implied, and you may give it to us orally, electronically or in writing. You may limit or opt-out of future contact by the NHH Foundation by contacting us at [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca)

**4. We limit the collection of your Personal Information.**

We limit the collection of Personal Information to that which is necessary for the purposes identified. Personal Information will be collected only by fair and lawful means.

**5. We limit the use, disclosure and retention of Personal Information.**

Personal Information will not be used or disclosed for purposes other than those for which it was collected, except with consent or as required by law. Personal Information will be retained only as long as necessary for the fulfillment of those purposes. The NHH Foundation does not trade, rent or sell any Personal Information to third parties.

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The NHH Foundation's web pages contain online forms that allow visitors to make a donation. The personal and credit card information provided on these forms is used only to process these donations. Online donations to the NHH Foundation may be processed through a third party. The security and privacy policies of this third party are available by clicking on the "Privacy Policy" link on the online donation form web page.

**6. Accuracy of Personal Information.**

We rely on our donors to provide us with accurate Personal Information. To change or modify any Personal Information previously provided to the NHH Foundation, write to us at: Northumberland Hills Hospital Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca)

**7. We safeguard your Personal Information.**

Personal Information is protected with security safeguards appropriate to the sensitivity of the information.

We use password protocols and secure websites to protect Personal Information we receive when an online donation is made. Our software is routinely updated to maximize protection of such information.

**8. We are open about our privacy practices.**

We make our practices relating to the management of Personal Information available to you by posting the NHH Foundation's Privacy Policy on our website. You may request a print version of our Policy by contacting the NHH Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca).

**9. We allow you to access your Personal Information.**

You may ask us whether we hold any Personal Information about you. You can see that information and ensure that it's accurate by contacting The NHH Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca).



## 10. Compliance with our privacy practices.

If you are concerned about the NHH Foundation's compliance with our Privacy Policy, please contact the Privacy Officer at the NHH Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca). We will investigate all complaints. If a complaint identifies a gap in compliance, we will take appropriate steps to remedy the situation, including changing our policies and practices if necessary.

### Contacting the NHH Foundation

Questions, comments and concerns regarding the handling of Personal Information may be directed to the Privacy Officer at the NHH Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca).

For public affairs inquiries, please contact the NHH Foundation's Communications Department by sending an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca).

If you wish to limit or opt-out of future contact by the NHH Foundation, please write to us at: NHH Foundation, 1000 DePalma Drive, Cobourg, ON K9A 5W6 or send an email to [foundationprivacy@nhh.ca](mailto:foundationprivacy@nhh.ca).

## REFERENCE (S):

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September 11, 2019	Approved
December 20 <sup>th</sup> , 2023	Approved

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