

## The Royal Ontario Museum Foundation

### Privacy Policy

Established in 1992, The Royal Ontario Museum Foundation (the “Foundation”, “we” or “us”) is the charitable organization that is responsible for philanthropic activities in support of The Royal Ontario Museum (the “ROM”). The Foundation is committed to safeguarding the personal information entrusted to us by our donors, sponsors, members and volunteers (collectively, “Supporters”). As such, we uphold the principles of the Donor Bill of Rights developed by the Association of Fundraising Professionals and comply with the requirements of the *Personal Information Protection and Electronic Documents Act* (Canada) as well as the *Freedom of Information and Protection of Privacy Act* (Ontario). The Foundation employs reasonable administrative and technical measures to ensure the security of personal information that we collect.

#### What Our Privacy Policy Covers

We value the trust of our Supporters, and recognize that maintaining this trust requires that we be transparent and accountable in how we treat the information that is provided to us by our Supporters. This privacy policy describes how the Foundation collects, uses and shares the personal information of its Supporters. When we use the term “personal information” we are referring to information that is about an identifiable individual, such as whether the individual has donated to the Foundation, how much has been donated and an individual’s private contact information; personal information does not include business contact information or certain publicly-available information. This policy applies to the Foundation and to any other person providing services on our behalf. A copy of this policy will be provided upon request.

#### What We Collect

The Foundation only collects the personal information that we need in order to:

- process a donation, sponsorship or grant;
- enable a Supporter to purchase a membership;
- register a Supporter for a fundraising event;
- enrol a volunteer; and
- deliver information about our programs and events.

The following are examples of the personal information that we collect in respect of our Supporters:

- contact information (including salutation, name, professional title, home and business address, phone number and email address);
- payment information (such as credit card number, expiry date and 3-digit CVV);
- value of any donation, sponsorship, grant, membership and volunteer dues;
- volunteer status (active or inactive);

- age, gender, marital or family status; and
- charitable interests.

To better understand our visitors and to improve the visitor experience on our website, the Foundation's website collects data uses services including Google Analytics); no personal information is collected through these tools that would allow the Foundation to identify individuals. For more information about Google Analytics, please visit: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).

When you visit our site, we may store some data on your computer in the form of a "cookie". A "cookie" is a small piece of text that a website places in the cookie file of your browser that allows our site to recognize your personal computer the next time you visit. Cookies by themselves do not tell us your email address or otherwise identify you personally. Cookies cannot be used to run programs or deliver viruses to your computer. Your Web browser can be set to accept or reject cookies. Please note that disabling or deactivating cookies may result in a reduced availability of the functionality of our site or parts of our site may no longer function correctly.

The Foundation website may use third parties to collect data anonymously for marketing purposes (for example, advertisements). You will not be personally identified through this data and the Foundation does not see any data or contact information on an individual level. These third parties may include, but may not be limited to, Facebook and/or Twitter.

If you wish to limit access to this data as much as possible, enable Do Not Track (DNT) in your browser, and/or opt-out of tailored ads in your account settings, and/or adjust your privacy controls in each account.

### **How We Use Your Personal Information**

At the time that we collect any personal information, we tell our Supporters how we will use their personal information. If we plan to use the Supporter's personal information for a different use, we will advise the Supporter and tell them how to opt out. We use personal information to:

- process a donation, sponsorship or grant;
- contact Supporters in connection with fundraising efforts for the Foundation and/or the ROM;
- contact Supporters to determine their interest in becoming members of the Foundation and/or the ROM and processing such memberships;
- contact Supporters in connection with opportunities to purchase a ticket to a fundraising event and completing any ticket purchases and related registrations;
- contacting Supporters to determine if they are interested in becoming a volunteer with the Foundation or the ROM and enrolling any interested individuals as volunteers; and
- deliver requested information about our programs and events.

Any Supporter may opt out of receiving communications from us by contacting our Privacy Officer, whose contact information may be found under the heading “Contact Us”.

## **How We Share Your Personal Information**

As partners with a shared mission, the ROM Foundation shares certain limited personal information about its Supporters (salutation, name, address, professional title, address, phone number, email address to the ROM so that the ROM may contact them about whether they are interested in becoming members of the ROM. The ROM Foundation and the ROM have entered into a data sharing and data protection agreement which commits the ROM to keep the personal information confidential and to comply with the Foundation’s privacy policy and all applicable privacy laws.

In some circumstances, the Foundation uses third party vendors for services that would not be practical or cost-effective for us to perform ourselves. Some of the services that the Foundation retains a third vendor to perform include but are not limited to:

- National Change of Address (NCOA)
- Database analysis
- Tele-fundraising programs

In all cases, the third party vendor is contractually bound to comply with the Foundation’s privacy policy and applicable privacy laws and to maintain the confidentiality of all personal information that the Foundation provides to it. The contracts with third party vendors also require them to take reasonable precautions to protect the personal information in its possession and to destroy such personal information upon completion. Personal information sent between the Foundation and third party vendors is transferred using secured password-protected file transfer protocols.

The Foundation does not sell or rent its list of Supporters to any organization.

## **Consent**

When a donor, sponsor, member or volunteer chooses to support the ROM or the Foundation, he or she is consenting to the Foundation’s collection, use and disclosure of his or her personal information in accordance with this privacy policy. The Foundation informs individuals of the proposed use and disclosure of the information it collects, in a clear and understandable manner, at the time the personal information is collected, and offers the opportunity to limit or opt out of communication.

A Supporter is able to refuse or withdraw his or her consent to the collection, use or disclosure of his or her personal information at any time by contacting our Privacy Officer, whose contact information may be found under the heading “Contact Us”. We will act on such requests promptly.

## **Retention of Personal Information**

The Foundation retains personal information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws. When personal information is no longer (i) necessary or relevant for the identified purposes, and (ii) required to be retained by applicable laws,

the Foundation will take steps to have such personal information deleted, destroyed, erased, aggregated or made anonymous. The Foundation uses reasonable business practices to ensure that we have adequate controls, schedules and practices for information and records retention and destruction which apply to your personal information.

## **Accuracy and Access**

The Foundation takes reasonable steps to ensure that personal information that it maintains about Supporters is accurate, complete, and up to date. If a Supporter becomes aware that any personal information in our possession about him or her is not correct, please contact our Privacy Officer, whose contact information may be found under the heading “Contact Us”.

Supporters are entitled to a copy of the personal information that the Foundation has in its possession about them; if you would like a copy of such information, please contact us. We will take reasonable steps to verify your identity before granting access or making corrections. In addition, your right to access or correct your personal information is subject to certain legal restrictions.

## **Contact Us**

The Foundation’s Privacy Officer is the Senior Development Officer, Philanthropic Research. The Privacy Officer of the Foundation works closely with the Freedom of Information & Protection of Privacy Coordinator of the ROM in order to comply with the principles and policies of the Imagine Canada Standards, the *Personal Information Protection and Electronic Documents Act* (Canada), and the *Freedom of Information and Protection of Privacy Act* (Ontario).

If you have any questions about our privacy or security practices, if you would like to request access to or correction of your personal information, or if you would like to opt out of receiving communications from us in the future, please contact our privacy officer by mail, telephone or email:

The Royal Ontario Museum Foundation  
Attention: Privacy Officer  
100 Queen’s Park  
Toronto, ON M6S 2C6  
416.586.5819  
[privacy@rom.on.ca](mailto:privacy@rom.on.ca)

## **Changes to this Policy**

We may revise our privacy policy from time to time. You should review our privacy policy periodically so that you keep up-to-date on our most current practices. We will note the effective date at the end of each version of our privacy policy.

Effective as of March 31, 2018