

# PRIVACY POLICY

## OUR COMMITMENT:

“Personal information: is any information that can be used to distinguish, identify, or contact a specific individual, except business contact information and publicly available information (eg., telephone directories).

South Winnipeg Family Information Centre (hereafter known as S.W.F.I.C.) values the trust of all individuals with which it relates and recognizes that maintaining this trust requires that S.W.F.I.C. be accountable with respect to how it collects and uses personal information.

## PERSONAL INFORMATION COLLECTED:

During the course of S.W.F.I.C.’s various activities, S.W.F.I.C. frequently gathers and uses personal information.

S.W.F.I.C. only collects information that is needed to administer transactions, to understand participant interest and demographics, to build strong relationships, to meet service and program expectations, to evaluate programs and services, and to procedures required by-law.

## HOW PERSONAL INFORMATION IS COLLECTED:

S.W.F.I.C. collects information directly from individuals, by way of registration forms and procedures.

## HOW PERSONAL INFORMATION IS USED:

S.W.F.I.C. **does not** sell or trade personal information and **does not** “rent” out mailing lists.

Personal information is disclosed or provided to third parties only in the following circumstances:

- **Donor and funder recognition – Donors and funders may be publicly recognized by S.W.F.I.C. in various publications and events. If a donor or funder wishes to remain anonymous, they have the opportunity to indicate this.**
- Funding requirements – funders may, on occasion, require some non-identifying, demographic information regarding program and service users.

## S.W.F.I.C.’s COMMITMENT TO INFORMATION PROTECTION:

Personal information gathered by S.W.F.I.C. is kept in strict confidence. Confidentiality obligations are imposed on staff and volunteers who are authorized to access personal information based only on their need to deal with the information for the reason(s) it was obtained. Safeguards are in place to ensure that information is not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered. Measures are taken to ensure the integrity of information and to prevent its being lost or inadvertently destroyed.

**COMMENTS AND FEEDBACK:**

S.W.F.I.C. welcomes comments regarding the Statement of Privacy and its implementation. S.W.F.I.C. will occasionally update this policy to reflect feedback and operational changes.

To show S.W.F.I.C.'s commitment to privacy, a Privacy Officer has been appointed. **You may contact the Privacy Officer through e-mail at [exec.director@swfic.org](mailto:exec.director@swfic.org), by fax at 284-9315, or by mail addressed to Privacy Officer, c/o South Winnipeg Family Information Centre, 800 Point Road, Winnipeg, MB R3T 3L8.**