



Notice to Financial Donors

Our Commitment to Your Privacy

Purpose

Canadian Blood Services' Fundraising Office (the "Fundraising Office") will solicit and accept support from, or partner with companies, organizations, agencies or individuals who contribute to the accomplishment of the goals and objectives of Canadian Blood Services. The Fundraising Office raises, manages and disburses funds to support the efforts of blood donors through initiatives such as the latest technology and improving donor clinics across the country, enhancing programs to recruit and retain blood, stem cell and marrow donors, and to advance blood science research and development. The Fundraising Office raises funds by soliciting donations, receiving planned gifts and bequests, and by organizing special events.

The purpose of this notice is to govern the collection, use and disclosure of personal information by Canadian Blood Services in a manner that recognizes both the right of individuals to protect their personal information and the need of the Fundraising Office to collect, use or disclose personal information that a reasonable person would consider appropriate in the circumstances.

Notice

Our Commitment to Your Privacy

Canadian Blood Services' Fundraising Privacy Notice is designed to assist you in understanding how we at Canadian Blood Services collect, use and disclose the personal information you provide to us for the purposes of Canadian Blood Services' fundraising activities.

Canadian Blood Services is committed to protecting the privacy of your personal information as you interact with us. We aim to maintain a safe and secure system of handling that information and to give you access to your own personal information when required. We ensure that your personal information is handled in strict compliance with applicable federal, provincial and territorial laws.

This Notice applies the ten privacy principles as set out in the Canadian Standards Association [*Model Code for the Protection of Personal Information*](#) to the collection, use and disclosure of personal information.

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What is Personal Information?

Personal information is information that can be used to identify you. It includes such details as your name, address, telephone numbers, date of birth and credit card information.

What Information Do We Collect?

We only collect personal information that is reasonably necessary to provide you with our fundraising and related services and to process your financial gifts. Such information may include your name, contact address, e-mail address, telephone number, credit card information, or information to process direct debit payments which includes your bank transit, branch and account number. Canadian Blood Services collects your personal information either directly from you or from the third party service provider who processes your financial donation. The Fundraising Office collects your personal information to enable us to process your financial donations.

If you are a blood donor with Canadian Blood Services or have registered or donated with OneMatch Stem Cell and Marrow Network, the Fundraising Office does not have access to any of your personal information with respect to your donations collected by Canadian Blood Services.

While Canadian Blood Services may collect credit card information from our financial donors, it does not process or store this information. Credit card information is processed and stored by our third party service provider. If you are donating on line, this information is collected, stored and processed directly by our third party service provider and we encourage our financial donors to review their [privacy policy](#).

The Fundraising Office will identify the purpose for which the information is being collected. If information is to be used for a purpose not previously identified, the Fundraising Office will identify this purpose prior to use and provide individuals with an opportunity to opt out of this activity.

Some of the information Canadian Blood Services collects is needed to satisfy the requirements of the Canada Revenue Agency (e.g. income tax receipts). There are also circumstances where the use and/or disclosure of personal information is justified or permitted without consent such as when required by law.

How Is My Information Used?

The Fundraising Office uses your personal information for fundraising, to process donations, to respond to requests for services and information, and to keep you informed about the Fundraising Office's activities. The purposes include:

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- processing financial donations and issue tax receipts;
- keeping financial donors informed about the activities of Canadian Blood Services and the Fundraising Office;
- asking individuals and organizations for their support for Canadian Blood Services programs;
- sending an acknowledgement to the designated recipient of an In Memoriam or In Honour gift;
- internal analysis to assist the Fundraising Office with planning for future fundraising activities;
- providing financial donors the opportunity to opt-out of receiving further information regarding fundraising activities should they not wish to be contacted about future solicitations.

We may also use the information you provide to us in the following ways:

- to assist in the development of new programs, events and services;
- to provide donation recipients with summary or aggregate information about our donations, programs and services.

Sharing Information with Third Parties

We will not share your personal information including your name, address and e-mail with any other third parties except for the sole purpose of using a third party to process your financial gift or to send you an electronic newsletter, in which case, a legally binding non-disclosure agreement between Canadian Blood Services and the named third party has been signed to protect your personal information.

How You Can Access or Correct Your Information

You can access all your personally identifiable information we collect and maintain pursuant to our [“Protection of Personal Information Policy”](#). We use this policy to better safeguard your information.



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How to Contact Us

Should you have any questions or concerns about these privacy practices, please contact Canadian Blood Services:

In Writing:

Canadian Blood Services
Privacy and Access Office
1800 Alta Vista Drive
Ottawa, ON
K1G 4J5

By phone:

1-613-739-2483
1-877-262-9191 (toll free)

By e-mail:

Privacy Office - privacy@blood.ca
Access to Information Office - ati@blood.ca
Web site - www.blood.ca

If you wish to remove your name from our fundraising contact list, please call 1 888 2 DONATE (1-888-236-6283) and ask for our National Fundraising Office.