

Website privacy statement

This privacy statement explains how Canadian Blood Services collects, uses, retains and shares your information when you visit our website and engage with us online using digital platforms and tools described below. We recommend you also review our [Website Terms of Use](#).

For information about the personal information we collect about you when you register to donate blood, plasma, platelets, stem cells or umbilical cord blood please review our [Privacy Notices](#).

Creating an account

Creating an account is voluntary and other options for scheduling appointments or registering for donation programs are available by contacting our National Contact Centre at 1 888 2 DONATE (1-888-236-6283) or feedback@blood.ca.

If you create an account with us through blood.ca or by downloading our GiveBlood mobile app to schedule appointments, access your donation information or to join the Canadian Blood Services Stem Cell Registry, we may collect personal information about you as described in our [Privacy Notices](#). We use this information to assess your eligibility to donate blood, plasma or stem cells, to determine if you have an existing account with us, and to send you information about donation opportunities and other programs and events at Canadian Blood Services. You will also be asked to provide a username and a password when you create an account.

Web analytics

Our website servers and operations are hosted and managed in-house and include logging and analyzing transaction data from website visits. We use [Google Analytics](#) to collect certain information about website traffic, including visitors' partial (truncated) Internet Protocol (IP) addresses. IP addresses are unique numbers assigned by Internet Service Providers (ISPs) to all devices used to access the Internet.

We may also collect the following data when you visit our website:

- information about your browser type and version;
- geolocation information;
- your device type, brand, and model;
- your operating system;
- date and time of visits;
- pages viewed;

- time spent on our website; and
- the websites you visited just before our website.

This information is collected for data analytics, market research, to improve website performance, tracking website usage and for security purposes. In addition, our advertisers and ad serving companies may use web beacons, spotlights or clear gifs to determine which advertisements and promotions website visitors have seen and how they responded to them.

Cookies

A cookie is a file that is placed on the device you use to access our website in order to track your use of the site and to improve your user experience. We may use cookies to help us recognize repeat website users, to monitor usage and web traffic routing, to customize and improve our website and to personalize content.

We also use cookies to assist with our marketing and recruitment efforts. For example, we use third-party service providers to deliver advertising for relevant Canadian Blood Services programs and events when you visit certain pages on our website and then visit certain third-party sites.

Most web browsers allow you to manage cookies downloaded to your device, including refusing or removing cookies. We recommend you check with your browser manufacturer (e.g. Google Chrome, Microsoft Edge, Internet Explorer, Mozilla Firefox) for information relating to cookie management in their products.

Live chat

Our website has a live chat tool to provide technical support for online account users, appointment booking, and to answer general questions you may have. Use of the live chat tool is voluntary and the tool is provided by a third-party service provider located in Canada that retains the chat logs on behalf of Canadian Blood Services. Chat transmissions are encrypted; however, it is not recommended that you use our live chat tool to send sensitive personal information, such as your health information.

Social media

Our use of social media serves as an extension of our web presence. Canadian Blood Services uses Facebook, Twitter, Instagram, LinkedIn and YouTube, and users who choose to interact with us through our current and future social media platforms should read the privacy statements and terms of service for these third-party service providers. For further information, please see our [social media community guidelines](#).

Comments left by individuals on social media can be read by anyone. We recommend that you do not post personal information – yours or someone else’s. We reserve the right to remove any comments that violate our social media policy or contain personal information.

Personal information you provide to us through social media may be collected to capture conversations between you and Canadian Blood Services and respond to enquiries. This information may also be used for statistical, analytical and reporting purposes.

Applying for jobs or volunteer opportunities

If you use our website to register for volunteer opportunities or apply for jobs with us, we may collect personal information such as your name, contact information and details about your skills and experience. We use this information to process and assess your application and to contact you for further information if opportunities are available.

Canadian Blood Services uses third-party service providers to manage applications for volunteer opportunities and jobs on our website. The service providers may have access to your application in order to provide recruitment support to Canadian Blood Services.

Online forms

We provide online forms for a number of purposes which may include enrollment in programs such as Partners for Life, to request further information about our programs, to update your contact information, or to provide feedback. We may collect personal information such as your name, date of birth, email address and other contact information, and your donor card number. We use this personal information to provide the information you requested or to contact you about your enrollment in our programs.

Linking to non-Canadian Blood Services websites

Links to websites not under Canadian Blood Services’ control are provided for the convenience of our visitors. We are not responsible for the accuracy or reliability of the content found through these links and we do not endorse these sites or their content.

Third party service providers

Canadian Blood Services may use third party service providers to perform services in relation to the operation and maintenance of our website and the online services offered, or for the purposes of sending you information about Canadian Blood Services if you requested that we do so. In some cases, our service providers may process or store data outside of Canada. Our third-party service providers are contractually obligated to use the personal information they have access to for the purposes of providing services for, or on behalf of, Canadian Blood Services.

Security

Canadian Blood Services has implemented administrative, physical and technical safeguards in order to protect your personal information. For example, we use encryption and secure socket layer (SSL) technology to protect the personal information you submit through our website. For security related enquiries please contact CBS.Information.Security@blood.ca.

Opting out of communication

Occasionally, we may use your personal information to notify you about important changes to our website, new services, promotions and other information we think you may find valuable. You will only receive such communications if you chose to receive them when you created an online account, requested further information from us, or otherwise asked to be contacted by us.

If you do not wish to receive this information you may unsubscribe or change your contact preferences in your account profile.

For technical issues with the website or your account, please contact Canadian Blood Services' National contact centre at feedback@blood.ca.

For questions or concerns about this privacy statement, please contact Canadian Blood Services' Privacy office at privacy@blood.ca

Canadian Blood Services reserves the right to modify, amend or restate this privacy statement from time to time with or without prior notice.