



# Notice to Financial Donors

## Our Commitment to Your Privacy

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### Purpose

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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 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.

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### Notice

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#### **Our Commitment to Your Privacy**

At Canadian Blood Services we are committed to protecting the privacy and security of all personal information in our possession. We do so by following relevant laws and best practices and encourage you to read our privacy policy on our website at [www.blood.ca/privacy](http://www.blood.ca/privacy).

Canadian Blood Services' Notice to Financial Donors 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.

#### **What is Personal Information?**

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

#### **What Information Do We Collect?**

The Fundraising Office will identify the purpose for which your personal 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 you with an opportunity to opt out of this activity.

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We only collect personal information that is reasonably necessary to provide you with our fundraising and related services, such as community registration, 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 service providers who manage our community registration activities or who process your on-line financial donation.

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

Please note that some of our service providers may be located in other jurisdictions, such as the United States, whose data protection laws may differ from the jurisdiction in which you live. In such cases, we ensure safeguards are in place that requires service providers to protect your personal information.

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.

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.

### **How Is My Information Used?**

The Fundraising Office uses your personal information for fundraising, for community registration activities, to process donations and issue tax receipts, and to respond to requests for services and information. We may also use your personal information for the following purposes:

- keeping financial donors informed of Canadian Blood Services and Fundraising Office activities and programs;
- to send you newsletters;
- sending an acknowledgement to the designated recipient of an In Memoriam or In Honour gift;

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- internal analysis to assist the Fundraising Office with planning for future fundraising activities;
- to assist in the development of new programs, events and services; and
- 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.

### **Disclosure of Information to Third Parties**

Canadian Blood Services will not disclose any of your personal information to third parties unless we are legally authorized or required to do so.

### **Withdrawal of Consent**

You may withdraw your consent at any time by contacting Canadian Blood Services at 1 888 2 DONATE (1-888-236-6283). All personal information collected up to the date of your withdrawal of consent will remain in Canadian Blood Services database, but no further personal information about you will be collected.

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.

### **How to Contact Us**

You may contact our Privacy and Access to Information Office for more information about our privacy and access practices, or to request access to or correction of your personal information as follows:

#### **In Writing:**

Canadian Blood Services  
Privacy and Access to Information 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](mailto:privacy@blood.ca)  
Access to Information Office - [ati@blood.ca](mailto:ati@blood.ca)

**Website** - [www.blood.ca](http://www.blood.ca)