

## Privacy policy

### Preamble

The Foundation attaches the utmost importance to the protection and confidentiality of your personal information.

We undertake to use your personal information, or to allow some of our suppliers to use it, only for the purposes of our mission and in accordance with applicable laws.

### Application and purposes of the policy

This policy applies to our donors, employees, volunteers, members of the Board of Directors or any other person from whom we obtain personal information in the course of carrying out our mission or a mandate obtained from CIUSSS du Nord-de-l'Île-de-Montréal, one of its departments or a duly authorized representative.

It describes how we collect, use, protect and communicate your personal information. It explains how you can request access to this information or have it amended. In the [“What are your rights”](#) section, you will find various tools (email addresses and telephone numbers) allowing you to limit how we may use, or allow your personal information to be used, in connection with our activities, including the solicitation of donations.

This privacy policy applies to all our activities, including those on our Web site at <https://fondationhscm.org> (for example, online donations, event registration, browsing or consulting information online).

### Consent

Please read this policy carefully. By providing us with your personal information, registering for one of our activities, using our website or interacting with us, you consent to our collection, use and disclosure of certain of your personal information as described in this Privacy policy.

### What is “personal information”?



By law, information is personal if it relates to a natural person and allows, directly or indirectly, that person to be identified. For example, a name, postal address, email address or banking information may constitute personal information.

## What information do we need and why?

### Identity information



#### What?

- Last name, first name
- Email address
- Mailing address
- Telephone number
- Year of birth
- Names of family members known to us
- Professional experience and references
- Title or involvement with companies or organizations
- User name (if you create an account on our website)
- Survey information
- Comments or questions

#### Why?

- To process your donations and issue receipts
- Complete or modify your file upon request
- Respond to comments or questions
- Communicate with you
- Evaluate your application for a job or volunteer position
- Better adapt our communication to your needs
- Enter one of our contests

### Donation information



#### What?

- Donation amount
- Destination or allocation of donation when requested (e.g., in connection with a medical specialty)
- Information provided in the comments section of a paper or electronic form
- Type of donation (cash, gifts in kind, shares, etc.)
- Context of donation (spontaneous donation, solicitation, benefit activity, etc.)
- Contact information of persons to be informed of your donation in memory or in honour of a loved one
- Credit or debit card or bank account information (once the data has been registered, our computer system only allows us to see the last four digits of your credit card)

#### Why?

- To process your donation and issue your receipt
- To respect your donation allocation request
- Track the progress of your commitment if you spread your donation over several payments
- Preserve, where applicable, the details of a recognition and its purpose
- Process your credit card or bank account information, with the help of a third-party payment provider
- Notify family members of gifts in memory or in honour of a loved one

**Web browsing information:** When you visit a website, whether the Foundation's or any other, computer systems automatically record certain information. This enables us to identify which sections of our website are most in demand and how often our site is consulted. In some cases, it is possible to avoid collecting this information, but in others we have no way of doing so.



#### What?

- Connection address (IP)
- Information about your device
- Date, time and duration of your visits
- Pages viewed
- Browsing preferences and other information collected by cookies. To learn more about the use of cookies, please [click here](#).

#### Why?

- To operate, maintain, improve and provide the full functionality of the website
- To improve our marketing and content
- To understand and analyze trends in the use of our site and the preferences of our users
- Analyze, with your consent, your online behaviour or geolocate you for statistical purposes

### When do we collect your personal information?

When you :

- Make a donation
- Subscribe to a newsletter informing you of our activities
- Participate in one of our fundraising events, auctions or campaigns
- Participate in a fundraising event or activity organized by a third party for the benefit of the Foundation
- Become a volunteer, employee or partner of the Foundation
- Apply for a job or volunteer opportunity
- Communicate with us by phone, email or social media
- Post content on our social media accounts
- Create an account or log in to your account on our website
- Visit our website
- Take one of our surveys or enter a contest
- Enter information on our website

We may also collect, use and share statistical or demographic data. This data is aggregated with other data, so it does not allow us to identify you directly.

The statistical or demographic data we obtain in this way may provide us with information on the average age of our donors, their loyalty to our cause, their place of residence, and so on.

### Who do we share your personal information with?

We may authorize one of our suppliers to use your personal information, strictly to help us carry out mailings and emailings or to communicate with you. In such cases, we take steps to ensure that the rules set out in this privacy policy are respected, and require such suppliers to maintain the confidentiality and security of your personal information. We also require that they use it only for the purposes for which it was provided. Finally, our suppliers must destroy your personal information once their mandate has ended and their limited purposes have been fulfilled.

We may authorize one of our suppliers to use your personal information for telemarketing purposes on behalf of the Foundation. If you wish, you may request that your name be removed from our telemarketing operations. To do so, we invite you to consult the What are your rights regarding personal information section [here](#).

Please be assured that your personal information is not sold or exchanged with other organizations or companies.

Please find below a non-exhaustive list of our suppliers:

<b>Third parties</b>	<b>What they do for us</b>
<a href="#">Logilys</a>	Donation management software
<a href="#">Unicause</a>	Telemarketing
<a href="#">Cible Solutions</a>	DONNA website and payment platform
<a href="#">Global Payment</a>	Credit card and bank transfer transactions
<a href="#">Bambora</a>	Online payment solution
Kopel	Direct mailing
Eclipse Solutions	Online auction
<a href="#">Benevity</a>	Donation platform
<a href="#">Canadon</a>	Donation platform
<a href="#">Paypal</a>	Online payment platform
<a href="#">Paysafe</a>	Online payment platform
<a href="#">Google Adwords</a>	Ad serving solution
<a href="#">Google Analytics</a>	Audience analysis service
<a href="#">Google Forms</a>	Tool for creating online forms
<a href="#">Courrielleur</a>	Email marketing
<a href="#">Postes Canada</a>	Marketing solution for the National Change of Address Program
<a href="#">BôSapin</a>	Purchasing Christmas trees
Other partners	We may occasionally do business with other partners. To find out more, please contact us at the address indicated in the <a href="#">“How to contact us?”</a> section below.

### Where is your information stored?



Your personal information is stored and processed in Quebec, Canada. In some cases, it may be hosted outside Quebec in any country, state or province where we have facilities

or use third-party service providers, namely Google, Global Payments, Bambora, Paypal, Benevity, Canadon.

However, our practices regarding your personal information remain at all times governed by this policy and applicable laws in Quebec.

### How long do we keep your personal information?



We will retain your personal information and other donation-related information as long as necessary for the purposes described in this policy and in our document retention and destruction policy in accordance with our legal obligations.

We will anonymize obsolete personal information, for example, if you indicate that you wish to permanently cease contributing to the Foundation and forgo any form of recognition.

You may request to rectify or delete information at any time; learn more [here](#).

### How do we protect your personal information?



#### Measures

We have put in place physical, administrative and technical safeguards to protect the confidentiality and security of personal information, including preventing unauthorized access.



#### Limiting access

Only authorized and qualified personnel who need to consult your personal information in the performance of their duties have access to it.



#### Warning

No security measure is absolute or fully guaranteed. If you have reason to believe that your interaction with us is no longer secure (for example, if you believe that the security of any information you have provided to us has been compromised), please contact us immediately at the address listed in the [“How to contact us?”](#) section below.

### When does this policy not apply?

This policy does not apply to websites operated by third parties over whom we have no control. If you follow a link to a third-party site (for example, to register for an event that is not accessible through our site, or if you go to one of our partner’s site), the privacy policy of that third-party site will apply. We are not responsible for their privacy policies, procedures or practices. We encourage you to review these policies before submitting any personal information to these third-party sites.

### What are your rights regarding personal information?

To exercise your rights, write to us at [fhscmvieprivee.cnmtl@ssss.gouv.qc.ca](mailto:fhscmvieprivee.cnmtl@ssss.gouv.qc.ca). See the [“How to contact us”](#) section for other options. We may ask you for identification to ensure that it is you.



## Access and rectification

You may **access** your personal information free of charge and, if applicable:

- request **rectification**, as permitted or required by law
- request the **deletion** of outdated or unjustified information
- provide written comments

However, in the event of abuse, the Foundation reserves the right to impose administrative fees.

If you wish to change any of the personal information related to your donations (address, telephone number, credit card expiry date), please contact the Foundation's reception desk at **514-338-2303, ext. 0**, or write to us at:

Montreal Sacré-Cœur Hospital Foundation  
5400 Gouin Blvd. West  
Montreal, Quebec H4J 1C5  
Canada

or at the following email address:

[fhscmvieprivee.cnmtl@ssss.gouv.qc.ca](mailto:fhscmvieprivee.cnmtl@ssss.gouv.qc.ca)

Tel.: 514-338-2303

Please inform us promptly of any changes to keep your personal information up to date.



## Withdrawal of consent

You may at any time **withdraw your consent** to the use and communication of your information, personal or otherwise, collected in the course of our exchanges. This withdrawal may be total (however, we may no longer be able to offer you certain services, such as issuing tax receipts) or may apply only to certain types of transactions or their frequency.

To do so, please contact the Foundation's reception desk.

If you do not wish your personal information to be used by CIUSSS when you receive care at the Montreal Sacré-Cœur Hospital Foundation or the Albert-Prévost Mental Health Hospital, you must contact the admissions department of these hospitals.

## Will we update this policy?

If we make significant changes to this policy, for example, to comply with new legal requirements, we will notify you in advance so that you can make an informed decision. We will make the new version of the

policy available to you on our website, indicating the date of the last update. If you have provided us with your contact details, we will send you a notice of the change.

## How to contact us?

If you have any questions or comments about this policy or the protection of your personal information, please contact our Privacy Officer:

**Privacy Officer**

Tel.: 514-338-2303

[fhscmvieprivee.cnmtl@ssss.gouv.qc.ca](mailto:fhscmvieprivee.cnmtl@ssss.gouv.qc.ca)

You can also write to us at the following address:

Montreal Sacré-Cœur Hospital Foundation  
5400 Gouin Blvd. West  
Montreal, Quebec H4J 1C5  
Canada

Our Privacy Officer responds to requests for access, rectification or information, and to any complaints about our practices regarding your personal information.