

The Red Cross is the world's largest humanitarian organization. In Canada, it is where more than 300,000 people come together for one purpose – to help people deal with situations that threaten their survival, safety, security, well-being and dignity.

Since 1896, the Canadian Red Cross has worked to protect life and health and ensure respect for all individuals, including our donors and volunteers. Our constant regard for this principle has prompted us to introduce a corporate-wide policy that clearly outlines our protective practices in the collection, use and disclosure of personal information.

Within this brochure, we'll introduce you to the steps we have taken to protect your privacy and offer you options that will allow you to control the ways in which this information is collected, used and disclosed.

Website Use

Apart from personal information that you provide to us intentionally online, the Canadian Red Cross does not collect any personal information through its website. We collect data about or relating to traffic on websites we own or maintain, such as:

- information about IP addresses interacting with the website
- the domain name of the website from which a computer is linked
- information about areas accessed on the website,

but none of this data is linked to an individual's identity.

The Use of Personal Information

The Canadian Red Cross collects and uses personal information provided by clients, donors and others in the course of its activities and programs to assist those in need in Canada and abroad. Whether provided in person, online, by telephone, by post or by other means, personal information is treated as private and confidential and is used only as required for the following purposes:

Provide and assist in the provision of:

- Health and personal care services and programs;
- Disaster relief and preparedness services and programs;
- Violence, abuse, neglect and injury prevention services and programs;
- Tracing and reunion services;
- First aid services and programs;
- Water safety services and programs.

Provide and assist in the provision of training and awareness programs or courses in connection with any of the services/programs noted above;

Conduct and facilitate fundraising and appeals related to Red Cross activities;

Manage our relationships with donors and clients;

Meet our legal and regulatory requirements.

If you do not wish to receive information on Red Cross services and programs, please send a written notice to the Canadian Red Cross.

Principles of Our Privacy Policy

The Canadian Red Cross adheres to a series of principles in protecting your personal information. If you would like to receive a complete copy of the policy, please contact us.

1. Consent

Consent is required for the collection, use and disclosure of personal information. We consider that in providing us with personal information, you are consenting to its use in accordance with our Privacy Policy, but you may withdraw or restrict your consent at any time by written notice.

2. Accuracy

The Red Cross endeavors to ensure that any personal information is as accurate, current and complete as necessary.

3. Retention

Personal information is kept only as long as it is required by law or for the reasons it was collected. When this information is no longer required, the Red Cross will destroy, delete, erase or convert it into an anonymous form.

4. Accountability

We have designated a Privacy Officer who is accountable for our compliance with this policy. The Privacy Officer is your point of contact if you wish to discuss the use of your personal information.

5. Security

We protect your personal information by restricting access and ensuring appropriate security safeguards are in place.

6. Access to Personal Information

Upon request, we will provide you with reasonable access to your personal information that we are holding.

