

# Gold Cup Parade

## Personal Information Protection Policy

### **As it pertains to the Text to Donate Program through the Mobile Giving Foundation Canada**

The Gold Cup Parade is committed to safeguarding the personal information entrusted to us by our donors. This policy outlines the principles and practices we follow in protecting your personal information. This policy applies to The Gold Cup Parade and to any person providing services on our behalf. A copy of this policy is provided to any donor on request.

#### What is personal information?

Personal information means information about an identifiable individual. This includes an individual's name, home address and phone number, age, sex, marital or family status, an identifying number, financial information, educational history, etc.

#### What personal information is collected for the purposes of this program?

Only personal information that is needed for the purposes of providing this service will be collected.

The Gold Cup Parade informs those using the Text to Donate Program via the Mobile Giving Foundation Canada, before or at the time of collecting personal information, of the purposes for which the information is being collected. The only time the Gold Cup Parade may not provide this notification is when the information is volunteered for an obvious purpose (for example: producing a credit card to make a donation through the Text to Donate Program).

#### Consent

The Gold Cup Parade asks for consent to collect, use or disclose client personal information, except in specific circumstances where collection, use or disclosure without consent is authorized or required by law. The Parade may assume consent in cases where information is volunteered for an obvious purpose.

We may assume consent to continue to use and, where applicable, disclose personal information that has already been collected, for the purpose for which the information was collected.

A person accessing the Text to Donate Program via the Mobile Giving Foundation Canada may withdraw consent to the use and disclosure of personal information at any time, unless the personal information

is necessary for the Parade to fulfil its legal obligations. The Gold Cup Parade may not be able to provide the person with certain products and services if permission is not given to have the necessary personal information.

### How do we safeguard personal information?

The Gold Cup Parade makes every reasonable effort to ensure that personal information is accurate and complete. The Parade relies on individuals to notify if there is a change to their personal information that may affect their relationship with the Parade.

The Gold Cup Parade protects personal information in a manner appropriate for the sensitivity of the information. The Parade makes every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

### Questions and complaints

If you have a question or concern about any collection, use or disclosure of personal information by Name of organization, or about a request for access to your own personal information, please contact Name or position title of individual in your organization designated to ensure compliance with PIPA.