



DONOR PRIVACY POLICY

How does Yellowstone to Yukon Conservation Initiative protect my privacy and my rights as a donor?

Your rights as a donor are important to us, as is your knowing how carefully and effectively we use your donations. Y2Y follows the [Association of Fundraising Professional's Donor Bill of Rights](#). We also take your privacy very seriously.

The Yellowstone to Yukon Conservation Initiative (Y2Y) is committed to respecting the privacy of our donors, members, their families, and our employees by adhering to the privacy principles set forth in the Personal Information Protection and Electronic Documents Act (PIPEDA). Those principles are:

1. Accountability

Y2Y is responsible for personal information under its control. The President is accountable to the National Trustees for compliance with this statement. The Business Director is the Chief Privacy Officer, and is responsible for the management of the statement including the guiding principles.

2. Identifying Purposes

Y2Y, at or before the time personal information is collected, will identify the purpose for which personal information is collected. The primary purposes are fundraising, statistics and meeting legal and regulatory requirements. Specifically, this includes processing gifts, issuing receipts, mailing of newsletters, direct mail, telemarketing, trading names with like-minded organizations, sending invitations to events, and informing donors about new products or services

Y2Y does not collect or distribute the e-mail addresses of visitors to our web page. Y2Y does collect aggregate information on which pages visitors access or visit, and information volunteered by the visitor, such as survey information and/or site registrations. The information we collect is used to improve the content of our web page, and is not shared with other organizations for commercial purposes.

When personal information that has been collected is to be used for a purpose not previously identified, the new purpose will be identified prior to use. Unless law requires the new purpose, the consent of the individual is required before information can be used for that purpose.

3. Consent

All donors have the ability to consent to the uses of their personal information. Y2Y makes a reasonable effort to ensure that individuals are advised of the purposes for which information will be used. Y2Y will assume consent is granted unless a member indicates otherwise.

Individuals may withdraw consent in many ways. For example:

- By filling out and returning the member services survey sent out with tax receipts
- By calling us at (403) 609-2666 or 1 800 966 7920
- By sending an e-mail to info@y2y.net
- In writing

An individual may withdraw consent at any time.

4. Limiting Collection

Y2Y will limit its collection of personal information to the purposes outlined in Principle 2 above. If it is necessary to use the personal information collected for a purpose not identified when the information was collected, consent for the new use will be obtained from the donor.

5. Limiting Use, Disclosure and Retention of Personal Information

Personal information will not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual, or as required by law. Y2Y will only share or sell personal information once the donor has given the charity specific permission to do so.

Personal information will be retained by Y2Y for whatever periods are required by legislation governing our operation and/or the information provided, plus three years, after which time (unless consent is given to keep information for a longer period) the information will be destroyed in a secure manner. Personal information regarding donors of planned gifts will be kept until the death of the donor, plus ten years.

6. Accuracy

Personal information will be as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

7. Safeguards

Y2Y has security safeguards in place that protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use, or modification. Y2Y will protect personal information regardless of the format in which it is held. Methods of protection include:

- Physical measures, for example, locked filing cabinets and restricted access to offices;
- Organizational measures, for example, limiting access on a “need-to-know” basis, and
- Technological measures, for example, the use of passwords.

Y2Y makes its employees aware of the importance of maintaining the confidentiality of personal information.

8. Openness

This statement and the processes and procedures for obtaining access to personal information will be available to any individual through our web site, and/or on request. If any individual has a question regarding personal information, it may be directed to the Chief Privacy Officer.

9. Individual Access

On request, an individual will be informed of the existence, use and disclosure of their personal information, and will be given access to that information. An individual may challenge the accuracy and completeness of the information, and have it corrected or amended as appropriate.

An individual will be required to provide sufficient information to permit Y2Y to provide an account of the existence, use, and disclosure of personal information.

Y2Y will respond to an individual’s request within a reasonable time and at minimal or no cost to the individual.

10. Challenging Compliance

Individuals may challenge Y2Y’s compliance with this statement by contacting the Chief Privacy Officer.