



## **WWF-CANADA**

### **PRIVACY POLICY FREQUENTLY ASKED QUESTIONS**

#### **What information do you collect on donors and why do you collect it?**

We may collect the following information:

- Names, addresses, phone numbers and email addresses, business contact information
- Credit card and banking information to process and receipt gifts
- Ages, birthdates

Donor information / contact history which helps us understand our donors, aid in our communication with them, to enhance our donor service, to evaluate our programs, processes and to provide efficient services

We use your personal information for administrative purposes, to process donations, and to respond to requests for information; to periodically keep you informed and up to date on WWF-Canada's conservation activities, and provide you opportunities to support our mission; to communicate to you special announcements or offers and opportunities to lend you voice or take action; and to invite you to participate in surveys or contests.

#### **Can all WWF-Canada staff see my information?**

Staff members and volunteers have restricted access based upon their need to know information in order to perform their job duties.

#### **How do you protect my information?**

All staff members and volunteers receive privacy training to ensure that they are able to follow our privacy policy and procedures. In addition, they are required to sign confidentiality agreements as a condition of their employment. Information is stored in locked files and secure computer systems. Discarded personal information is shredded or

otherwise thoroughly destroyed. Measures are in place to ensure the integrity and accuracy of the information and to prevent its being lost, stolen or prematurely destroyed.

**Do you sell or rent or trade your fundraising lists?**

WWF-Canada does not sell or rent its lists. On occasion, WWF-Canada may exchange the names of some of our donors with other like-minded charities. Trading allows us to reach other Canadians who may be interested in supporting the work we do, to raise necessary funds, and to save substantially on fundraising costs. WWF-Canada trades names only after donors have had the opportunity to decline. In keeping with best practices, our donors are provided the opportunity, on an annual basis, to update their preferences to their personal record. For more information, please contact a WWF-Canada Donor Relations team member at **1-800-26-PANDA**, or write to us at WWF-Canada, Donor Relations, 410-245 Eglinton Avenue East, Toronto, ON, M4P 3J1, or email us at **CA-Donors@wwfcanada.org**.

**I wish to give to WWF-Canada but I do not want my name and/or gift amount to be published in the Annual Report or other recognition mechanisms - what should I do?**

We may choose to recognize the generosity of our donors in selected media. Please contact us at **1-800-26-PANDA** or at **CA-Donors@wwfcanada.org** to let us know if you would prefer your name and/or amount of your gift not be publicly released.

**I would like make changes to the amount and frequency of information or fundraising requests from WWF-Canada - what can I do?**

By contacting us at **1-800-26-PANDA** or **CA-Donors@wwfcanada.org** you can specify your wishes regarding future contact, including, whether it be limiting the frequency of contact, opting for e-communications, be placed on our internal 'do not call' list, or discontinue contact.

**What can I do if I am concerned about the way my personal information has been handled?**

WWF-Canada takes all inquiries and concerns seriously. Our privacy officer is available to speak to you about your concern or to review your personal information with you. In addition, our Privacy Officer can help you to file a formal complaint if you wish to do so.

You can contact our Privacy Officer at 416-484-7726. Please review our Complaints Policy [here](#).

**Who can I speak to if I have further questions or concerns about WWF-Canada's privacy policy and/or practices?**

Please contact our Privacy Officer at 416-484-7726, or

email: [ca-privacy@wwfcanada.org](mailto:ca-privacy@wwfcanada.org), or write to us at:

WWF-Canada,  
Attn: Privacy Officer,  
410-245 Eglinton Avenue East, Toronto,  
ON, M4P 3J1