

TLC PRIVACY POLICY

The Land Conservancy respects your privacy and fully complies with all applicable privacy legislation. Personal information collected is used only to deliver our services to you and to keep you informed about the activities of TLC and TLC Enterprises.

The following policy statement has been adopted by TLC's Board of Directors.

Privacy Policy Statement

Approved by TLC Board of Directors, February 11, 2004

TLC The Land Conservancy of British Columbia is committed to protecting individual privacy. We take every step to ensure that any and all personal information in our possession is fully protected and treated as strictly confidential. We take further measures to ensure that the collection, use and disclosure of personal information is appropriate, in keeping with the purposes specified and respects the wishes of the individual.

TLC ensures that it is fully compliant with all applicable privacy legislation and adheres to the ten principle adopted by the Canadian Standards Association as a model code for managing privacy issues: Accountability; Identifying Purposes; Consent; Limiting collection; Limiting use, disclosure, and retention; Accuracy; Safeguards; Openness; Individual access; Challenging compliance (see below).

To implement these principles, the following practices and protocols are in place:

- *TLC* does not rent, sell, trade or share any personal information in its possession with any other organization or individual.
- *TLC* uses personal information to deliver our services to our members, donors and supporters, and to keep them informed and up to date on the activities of The Land Conservancy, including programs, services, special events, funding needs, opportunities to volunteer or to give, open houses and more through periodic contacts. We also provide information and updates on behalf of *TLC Enterprises Ltd.*, our division which is responsible for our gift shops, catalogue, cottage rentals and boat cruises.
- The handling and processing of all personal information is restricted to authorized and trained personnel. Electronic and paper files containing personal information are protected at all times with overlapping physical, electronic and managerial measures to safeguard their security, prevent unauthorized access, and inappropriate use.
- *TLC* makes every effort to be accurate in its recording and use of personal information and to comply with the wishes of the individual. We therefore routinely provide the opportunity for individuals to access, correct and further limit the use and disclosure of their own personal information.

- *TLC* has appointed a Chief Privacy Officer with the authority to address any matter respecting the privacy of an individual, and to take necessary actions to ensure that our policies and practices continue to meet the highest standards with respect to the collection, use and disclosure of personal information.

Chief Privacy Officer

Should you have any concerns or issues with respect to *TLC*'s privacy policy or its implementation, please contact our Chief Privacy Officer:

Cathy Armstrong, Director of Administration

by email at: admin@conservancy.bc.ca

or by phone at: (250) 479-8053

or by mail at: Chief Privacy Officer
The Land Conservancy
PO Box 50054 RPO Fairfield Plaza
Victoria, BC V8S 5L8

Ten Basic Principles

1. Accountability

An organization is responsible for personal information under its control and shall designate an individual or individuals who are accountable for the organization's compliance with the following principles.

2. Identifying Purposes

The purposes for which personal information is collected shall be identified by the organization at or before the time the information is collected.

3. Consent

The knowledge and consent of the individual are required for the collection, use or disclosure of personal information, except where inappropriate.

4. Limiting Collection

The collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means.

5. Limiting Use, Disclosure and Retention

Personal information shall not be used or disclosed for purposes other than those for which it is collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of the stated purposes.

6. Accuracy

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

7. Safeguards

Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.

8. Openness

An organization shall make specific information about its policies and practices relating to the management of personal information readily available to individuals.

9. Individual Access

Upon request, an individual shall be informed of the existence, use, and disclosure of his or her personal information, and shall be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.

10. Challenging Compliance

An individual shall be able to address a challenge concerning compliance with the above principles to the designated individual or individuals accountable for the organization's compliance.