

Privacy notice to financial donors

Our commitment to privacy

Canadian Blood Services raises funds by soliciting charitable donations, receiving planned gifts and bequests, organizing special events and partnering with organizations or individuals to contribute to the accomplishment of our goals and objectives. Funds raised are directed towards the highest priority projects and initiatives, as determined by Canadian Blood Services, which support our work in key areas: blood, plasma, stem cells, organs and tissues and research and innovation.

This privacy notice explains how we collect, use, retain and disclose the personal information we collect from or about individuals who make financial donations.

What personal information do we collect?

Canadian Blood Services may collect personal information directly from you or from one of our community, corporate or third-party event partners who process financial donations for us. The personal information we collect may include:

- Your name and contact information;
- Name and contact information for designated recipients of 'In Memoriam' or 'In Honour' donations;
- Details you provide about your relationship with Canadian Blood Services;
- The project or initiative you want your funds directed towards; and
- Billing and payment information required to process your donation.

We use Blackbaud, a third-party service provider to process online financial donations which includes processing credit card transactions. If you donate online your personal information is collected directly by Blackbaud and may be processed or stored outside of Canada.

How do we use your personal information?

Canadian Blood Services uses your personal information to process financial donations. Your information may also be used to:

- Issue charitable tax receipts for eligible financial donations;
- Send acknowledgements to designated recipients of 'In Memoriam' or 'In Honour' donations;
- Contact you about fundraising and other Canadian Blood Services activities and programs;
- Conduct analysis and analytics to develop new, or improve existing, funding programs and plan future campaigns;
- Honour you at our recognition events and acknowledge your contributions as a donor;

- Send you materials such as newsletters, reports and solicitations with the option to unsubscribe if you do not wish to receive future materials;
- Comply with legal and regulatory requirements; and
- Fulfill any other purposes as permitted or required by law.

If you are a blood, plasma or platelet donor, have donated umbilical cord blood, or registered as a stem cell donor with the Canadian Blood Services Stem Cell Registry, we may use your name, address and telephone number to contact you about fundraising opportunities.

Who do we share your personal information with?

Your personal information may be shared with the following:

- Auditors who review our fundraising program;
- External service providers who process financial donations;
- External partner organizations who organize fundraising events on our behalf; and
- Others as permitted or required by law.

We do not sell our fundraising lists or personal information about our financial donors.

How do we protect your personal information?

Access to your personal information is restricted to our staff and service providers who need access to this information to perform their jobs. All our employees receive privacy training and sign confidentiality agreements.

We may use third party service providers to perform services such as processing credit card payments, donor analytics and statistical analysis. In some cases, our service providers may process or store data outside of Canada. These service providers are contractually obligated to implement appropriate safeguards to protect personal information and to use the personal information they have access to for the purposes of providing these services for, or on behalf of Canadian Blood Services.

Withdrawing your consent

You may withdraw your consent to be contacted for fundraising at any time by calling **1 888 2 DONATE (1.888.236.6283)** and asking for our National Philanthropy Office.

Accessing your personal information

To request access to the personal information we retain about you, please visit our Access to Information page at blood.ca/legal-information.

How to contact us

For questions about financial donations, please visit blood.ca or contact us:

Toll Free: **1 888 2 DONATE (1.888.236.6283)**

Via email: philanthropy@blood.ca

For questions or concerns about this privacy notice, please contact our Privacy and Access to Information Office:

Toll Free: **1.877.262.9191**

Email: privacy@blood.ca

If you feel your concerns have not been addressed by Canadian Blood Services, you have the right to contact your provincial Information & Privacy Commissioner or Ombudsman.

We reserve the right to modify, amend or restate our privacy notice at any time, without prior notice.

Charitable Registration No. 870 157 641 RR0001